IDG World Update
Index 1992

January 6	
IDG	Sales managers and reps conclude training
IDC U.K.	Keith Henry named general manager of IDC U.K.
IDG	Results of *IDG World Update*'s1991 survey
IDG Germany	Ask Eckhard Utpadel
CW	IDG resources combine for major CW ad coup
MW	*Macworld* gets cameo role on Northern Exposure
CW	*CW* cover wrap targets missing children's center
IDG Sweden	Do-er's Profile: Ingela Havaas

January 13	
IDG China	IDG acquires *Electronics International*
MSD	Frank Cutitta rejoins IMS
MSD	MSD sales team in place
IDG	Ask Pat
WEC	New programs planned for ComNet
News Group	I*nternational Computer Update*'s forecast issue
CW/NW	*CW/NW* raise $6,984 for charity
IDG	New cartoon

January 20	
MPC	Launch of *MPC World*
MPC	*MPC World* tests MarketMaker advertorials
LINK	LINK Resources issues major multimedia study
IDG	Ask Walter
IDG	David Sanders orchestrates major paper buy
IDG	Volunteers needed for long-range planning cmtes.
IM	*Publish*'s Showcase ads help clients beat recession
CW/NW	*CW/NW* win advertising promotion awards
IDG	Cartoon caption winners

January 27

Special Issue on Technology

- ETA introduces new CD-ROM product line
- *InfoWorld*'s Test Center creates new laptop batttery tester
- Editors, analysts on keeping up with technol. changes
- How publications describe technological information
- IS managers plan working group
- People offer ideas for technological wish list
- Profile on Swedish IS Manager Andres Pöldroo
- List of "in" and "out" technol. terms
- *MPC World* and *Publish World* editors discuss how to acquaint readers with new multimedia technology.
- Do-er's Profile: Jack McDonough, *Network World*

February 3	
MSD	- MSD hosts first Global Summit for key clients
Kenya	- IDG signs license for *East African Computer News*
IDG	- Ask Bill
SunWorld	- *SunWorld* changes design, editorial focus, gets test center
IDC Europe	- IDC Germany coordinates European conference schedule
News Group	- Launch of *The Integrator* newsletter
IDG	- Cartoon caption winners
February 10	
MAC	- A+ Publishing merges with Macworld Communications
IDG Netherlands	- IDG Netherlands launches monthly *Computer! Totaal*
IDG Italy	- IDG Italy's *Networking Italia* poised for market boom
IDG	- Ask Kathy Dinneen (IDG Research Services)
IDC	- IDC's Applied Technologies Group targets users
IDG Books	- *DOS for Dummies* an instant best-seller
IDG Books	- David Solomon named publishing director at IDG Books
MAC	- A+ Publishing creates MacResource Center at MW Expo
East West	- East West Foundation attends Wash D.C. aid conference
LOTUS	- Do-er's Profile: Dick Ridington
February 17	
IDG Hungary	- Launch of *PC World Hungary* at end of December
IDG	- First editorial board meeting teams up editors, CEOs
IDG	- Ask Pat
WEC	- ComNet '92 expands offerings, draws record crowd
IM	- January marks launch of NeXTWORLD Expo
WEC	- MACWORLD Expo organizers hold third annual mtg.
IDG Denmark	- 10th Anniversary: Magdalena Axelsen
IDG	- Caption contest winners
February 24	Special Issue on Newsgathering
	- A week at *Computerworld*; news judgement process
	- Sidebar on what makes news at *Computerworld*
	- Developing sources
	- Biweeklies face challenge of staying on top of news
	- Journalism in Japan
	- Importance/process of developing headlines
	- How monthlies deliver news
	- Role of IDG News Service in newsgathering
	- Listing of interesting promotional items
	- Do-er's Profile: Marco Tennyson, *CW Italia*

March 2

IW	- Bob Metcalfe named publisher/CEO, Jim Casella named president/COO of *InfoWorld*
IDC Germany	- IDC Germany restructures management, names Tom Tiefenbrunner managing director
Ecuador	- IDG signs license to produce *PC World Ecuador*
IDG	- Ask Walter
IDGC/P	- AmigaWorld produces video/animation spec'l issue
IDG	- IS managers meet in Washington, develop action plan
Lotus Publ.	- Lotus Publishing adds fourth title to newsletter roster
ExecuTrain	- ExecuTrain opens offices in Mexico, offers referral bonus
IDG	- New cartoon

March 9

CW	CW's I/S Brand Preference Series useful for vendors
MAC	*Macworld* launches new CD-ROM unit
IDC France	Gérard Bidal named managing director at IDC France
IDG	Ask Bill
IDG Norway	Spotlight: *PC World Norge*
NW/CW	*Network World, Computerworld* revamp sections
IDG	Framingham-area business units form purchasing group
NW	ENNE scholarship award goes to MIT

March 16

IDG	Managers meeting features publishing training for Eastern Europeans
IDC Asia/Pacific	IDC Asian/Pacific managers meet in Australia
IDG	Ask Cherif Moujabber
Oy Talentum Ab	Finland: *MikroPC* circ increase, new adv. section, on-line buyers guide
CW	CW sponsors Windows World Open contest
IDG Japan	*CW Japan* readers cite improvement in quality
IDG	"Who are we?" statement (list of publications)
IDG Hungary	Do-er's Profile: András Levái

March 23

IDC	IDC's U.S. briefings draw 1,500 attendees
WEC	MACWORLD Expo/Tokyo breaks attendance record
IDG Books	Windows 3 Secrets, DOS book consistent bestsellers
IDG	Ask Walter
MSD	MAP exceeds contract goals in first six months
MAC	*Macworld* breaks newsstand sales record in December
WEC	Debut of MACWORLD Expo/Barcelona
IDG	10th anniversary: Mary Ann McAuley, Research Svcs.
IDG	Request for profiles re out-of-the-office activities
IDG	New cartoon

March 30	Special Issue on Customer Service - Importance of customer service via telephone - Interpretations of "customer service" corporate value - Interpretations of "keep close to your customer" value - List of IMS' top 10 advertisers for U.S. and non-U.S. pubs - Dealing with in-house clients - PCW responds to request from East West Foundation -Do-er's Profile: Brenda Shipman, CW/Dallas
April 6	
IDG	Summary of long range planning meeting
IDG Germany	Launch of *Lotuswelt* at CeBIT, other CeBIT news
IDG	Circulation job function meeting in Phoenix
IDG	Ask John Kilcullen, IDG Books Worldwide
IDG	Summaries of the long range planning committee reports
IDG	First "Chairman's Star Awards": Bob Carrigan, Wayne Silverman, Chris Whelan of Digital NEWS
IDG France	IDG France presents Telecom Manager of the Year award
East/West	East West Found. gets $220,000 from democracy group
IDG	Cartoon caption winners
April 13	
IDG	Publishing Institute draws diverse participants
IDG UK	Macworld UK turns three, buys competitor
GamePro	*GamePro* launched *S.W.A,T.PRO*
Korea	*Macworld Korea* launched in January
IDG	Ask Pat
IDG UK	LOTUS UK increases circ., revamps book
IDG Denmark	IDG Denmark's Conference Group keeps busy
DN	*Digital NEWS* concludes fourth editorial tour
IDG	Chairman's Star Awards: Carol Person, Francisco Sanchez
N W	10th anniversary: Pam Valentinas
Finland	Do-er's Profile: Timo Poropudas
April 20	
IDG	Highlights of Asia/Pacific managers meeting in Sydney
N W	*Network World* production staff holds seminar
IDG Italy	IDG Italy achievements a year after management change
HR update IDG	Ask Gary Beach
IDG	Recap of country reports from Asian managers meeting
IDG	IDC/IDG plan IT Forum for Pacific Rim
MAC	"Off-site" column launch: Shelly Ginenthal
N W	10th anniversary: Joan Bayon-Pinsky
IDG	New cartoon

April 27

Special Issue: IDG Books Worldwide

- overview, accomplishments at two-year anniversary
- John Kilcullen on typical publishing cycle
- update on overseas licensing
- Spotlight: Who's who in San Mateo, Indianapolis
- importance of "beta status"
- how to determine price, size of first printing
- IDG Books' major competitors
- overview of four main series of books
- "love letters" from customers
- Do-er's Profile: Polly Adams Papsadore

May 4

EN	*Electronic News* rolls out new design, editorial
IDG Poland	Launch of *Komputer/PC World*
IDG Norway	Norway's IT-Expo has first show, Apple Expo '92
CW	CW holds Windows World Open contest
IDG	Ask Walter
EN	*EN* welcomes Rich Bambrick (ed chief), Paul Reiss (publ.)
EN	*EN* history
IDG Japan	*CW Japan* celebrates 10th anniversary
FCW	*FCW* marks fifth anniversary during FOSE '92
CW	10th anniversary: Gail Odeneal
IDG	Cartoon caption contest winners

May 11

IDG China	IDG to open third Chinese office, IDG Shenzhen
IDG Denmark	Launch of *Windows World* in Denmark
IMI	New publishers at *NeXTWORLD*, *Publish* and *SunWorld*
IDG	Ask Kirk Campbell
IDG	U.S. Production Directors' function meeting
IDC Germany	IDC Germany holds briefing session despite labor strike
PCW	*MPC World* to be folded into *PC World*
IDG	Susan Petrie, Kelly Conlin on Executive Committee
IDG	IDG publishes *The Information Tsunami* by Charlie Lecht
IDG	Variety of publications win press awards
CIO	20th anniversary: Joe Levy
IDC	Do-er's Profile: Nancy Underwood, IDC West

May 18	
LOTUS	LotusWorld set for four-day Boston run
IDG Hong Kong	Plans announced for three *PC World* Asian editions
IDG	Seminar/conference function meeting held in Maine
IDG	Ask Bill
IDC	IDC offices open in Egypt, Greece, Nigeria, South Africa
IDG	Insert: Chairman's Achievers Program
CW	10th anniversary: Fred LoSapio, *Computerworld*
IDG Spain/Italy	Chairman's Achievers: Maria Jose Marzal (IDG Spain), Adriana Amedei (IDG Italy)
IDG	New cartoon
May 25	Special Issues: IDG Headquarters
	- Pat McGovern's thoughts on decentralized philosophy
	- Spotlight: Chairman's, Presidents Offices, Finance Dept.
	- Walter Boyd's reflection on IDG evolution
	- Managers discuss HQ benefits
	- Office trivia
	- Who's who on IDG's board of directors
	- Do-er's Profile: George Glenn
June 1	
ETA	EnterpriseComputing MarketDisc shipped last week
CW	*CW* hosts first technical recruiters conference in Dallas
Ecuador	Licensee launches first issue of *PC World Ecuador*
CW Hong Kong	CW On-Line, Hong Kong BBS service, has 1st anniv.
IDG Australia	Ask Don Kennedy
IDG	Wrap up of marketing, research function meetings
CW	*CW*'s New England recruitment team 72% over quota
WEC, IDG NZ	CW Expo in NZ, SunWorld in U.S., Macworld Expos in Stockholm and England
CW	Off-site: Jean Kolak, CW (reading tutor)
IDG Spain, Macworld	Chairman's Achievers: *CW España* editorial team, Marty Garchar, *Macworld*
IW	10th anniversary: Jill Stevens, *InfoWorld*
IDG	Cartoon caption winners

June 7

IDG Sweden	IDG Sweden launches *Corporate Computing*
IDC/IDGC/P	IDC, Tech Media collaborate on video sales tool
IDGC/P	Business Computer Publishing launches *Pen Computer Report* (note: launch of "In Brief" column in W. Update)
N W	*Network World* to be GroupWare '92 official pub
IW	*InfoWorld* launches HelpDesk column
FCW	*FCW* wins legal battle over Outlook '93 sponsorship
PCW	*PC World* publishes Windows buyers' guide
IDG	Ask Walter
IDC U.K.	Wrap-up of IDC U.K. briefing session
IDG Germany	Germany's *IM Information Management* gets new design
IDG	10th anniversary: Debbie Waters-Colacchio, IDG HQ
CW DD	Chairman's Achievers: Joanne Oteri, CW Database Div.
IDG	New cartoon

June 15

LOTUS	Wrap-up of LotusWorld conference/expo
IDG Switz.	Debut of *PC und Workstation*
CW/IDG	1992 Computerworld Smithsonian Award winners
CIO	Ask Joe Levy
IDC	IDC wins customer service award from NCR
IDG Italy	MACWORLD Expo/Milan debuts
IDG	Boston-area employees raise $32,000 in AIDS walk
IDG	A play by Amy Silberman to be showcased at AIDS benefit
MAC	Five *Macworld* employees run in Bay to Breakers race
MAC/IDG Italy	Chairman's Achievers: Yuen Yeh, Mario Toffoletti
IDC	Do-er's Profile: Rebeca Williamson, IDC Texas
IDG	Insert: IDG Corporate Star Program

June 22

IDG (S.America)	Wrap up of Latin American Managers Meeting
MAC	Macworld CD Ventures launches first product
IDC	IDC's 1992 worldwide customer directions/spending study
IDG France	Ask Francois Chaussonniere
Philippines	*PC Digest Philippines* asks for BBS assistance
CW	10th anniversary: Kevin McPherson, *CW*
IDG	Cartoon caption winners
IDG	Insert: Sign up for Chemical Corporate Challenge race

June 29	Special Issue: *Computerworld*'s 25th Anniversary
	- Pat McGovern reminisces about CW's start-up
	- The Great Debate, other events mark anniversary
	- Gary Beach, Bill Laberis on *CW*: the next 25 years
	- *CW*'s perspective on the U.S.' technology policy
	- photo spread from party at Copley Plaza Hotel
	- Employees reflect on *CW*, changes over the years
	- Do-er's Profile: Maureen Burke

July 6	
N W	*NW*'s NetDraw clip art draws enthusiastic response
IDG Argentina	-DG Argentina launches *InfoWorld*
IDG	Wrap up of inside sales function meeting
CW, NW	*CW, NW* earn Magazine Week editorial awards
IDG	Ask Pat
IDG	*FCW, NW* production managers featured in trade pub
N W	*NW* logs record-breaking month
DN	*DN* launches "The Excelsiors," a buyers choice program
East/West	East West Foundation plugs Diskettes for Democracy
Romania	Romanian licensee's booth is hit at trade show
CW	*CW* proposes tax credit for Computers in the Classroom
IDG France	IDG France team wins yacht race
WEC Russia	WEC Russia sponsors banking expo
Macworld, People/Computers	- Chairman's Achievers: Lisa Espinoza (*Macworld*) and Natan Eichenblat (People and Computers, Israel)
IDG	Cartoon caption winners

July 13	
IW	Industry Publishing joins InfoWorld
PCW	*PC World* consumer probe gets TV coverage
IDG Books	IDG Books continue on best seller lists
FCW	*FCW* offers GSA supplement; quick production
CW	*CW*'s Janell Genovese earns design award
N W	*NW*'s HR Council produces orientation guide
N W	*NW* publishes first article by Reader Advocacy Force
LOTUS	Ask Mark Flanagan (*LOTUS* publisher)
PCW	Wrap up of *PCW* Product Line Mtgs. in Sydeny, Cannes
PCW	European *PC Worlds* host gala for software publ. assoc.
IDG	In memory: Charlie Lecht
IDG	New cartoon

July 20

IW/IDG	IDG Test Cooperative established on GE BusinessTalk
WEC	WEC adds Digital Executive Program group
N W	*NW* creates NetACCESS, an interactive ad service on BBS
IDG	Ask Bill
IDG	INROADS minority internship program in second year
IDC	IDC earns quality performance award from IBM
IDG Australia	*CW Australia* adds *Computer Training Monthly* insert
N W	*NW* employees vie for mini-golf title
MAC/IM	Chairman's Achievers: Christine Wong (*Macworld*) and Dan Lavin (*NeXTWORLD*)
IDGC/P	Peg Brown's daughter to row for US Olympic team
CW	Do-er's Profile: John Block, CW Database Division

July 27

IDG Czech	IDG Czechoslovakia acquires *Elektronika*
IDG Japan/WEC	IDG Japan/WEC produce first PC Windows/Tokyo
N W	*Network World* ranked first in three readership surveys
IDG Italy	IDG Italy publishes CW Top 50 Series and PCW Guide
IDG	Ask Walter
IDG	New Fluegelman interns, look at some past internships
IDG	Call for Off-site suggestions
IDG	Resource bank questions keeps PJM in touch with markets
IDC Singapore	IDC Singpore staff photo at Directions '92/Hong Kong
IDG Japan	Kozo Hiramatsu appointed president of IDG Japan
IDG	New cartoon

August 3

CW	CW Database Div. unveils Buyers Db, CW Advantage
IDG Hungary	IDG Hungary posts record year
IDC Europe	IDC plans second European IT Forum
IMS	Ask Frank Cutitta
MAC	*Macworld* holds first Mexico Developers Conference
IDC Ch/HK	IDC China/Hong Kong marks 10th anniversary
N W	Chairman's Achievers: *Network World* editorial team
FCW	Do-er's Profile: Randee Rubin, *Federal Computer Week*

August 10

DN	*Digital NEWS* sold; staff to start *Open Systems World*
PCW	Marino new *PCW* publisher; promotes Maier, Theobald
IDG	IDG revenues now at $770 million
DN/CBW	*DN, CBW* earn Business Press Editors awards
CIO	*CIO* commened for overall excellence
CW	*CW* releases PC software, printer preference studies
FCW	*FCW* posts largest revenue month ever
IDG	Ask Pat
WEC	Wrap-up of ComNet West, Object World
IDG	West Coast units in AIDS walk, List Services #1 per capita
IDG	Call for Photo Calendar Contest
DN	10th anniversary: Ray Corbin
IDG	Cartoon caption winners

August 17

Vietnam	IDG signs agreement to launch *PC World Vietnam*
WEC/MAC	MACWORLD Expo/Boston draws record crowd of 52,000
IDC	Ask Kirk Campbell
IW	Michael Lowe named editorial director at IW
MSD	Off site: Sherry Goodrich, Leslie Johnson as Big Sisters
IDG	Five earn Corporate STAR Awards
IDG	Corporate HR Council gives plaques for 5th+ anniversary
IDG	10th Anniversary: Mary Dolaher, IDG HQ
FCW, MAC	Chairman's Achievers: Susan Miller, *FCW*; Matthew Nielson, Macworld
IDG	New cartoon

August 24

CW	IS executives rank *CW* No. 1
IW/CBW	*InfoWorld* acquires *Computer Buying World*
ETA	ETA releases first update of EnterpriseComputing Db
IDG Books	Two books make *Publishers Weekly* Computeer Book list
IDG	IDG Test Cooperative posts survey on Email
WEC	CD-ROM Expo set for Boston next month
IDG	Ask Walter
CW	*CW Direct* relaunches with new design
IDG	Employees recognized for phone manners
IDG	Photo calendar announcement
MSD	Do-er's Profile: Libby Levinson, Exec. asst.

August 31

M W	Mello named *MW* ed-in-chief, Borrell starts SUMERIA
South Africa	IDG signs license with *Computing S.A.*
List Services	List Services produces newsletter, offers chocolate bribe
PCW	*PCW* card deck wins award
IDG Norway	IDG Norway's wine lottery benefits charity
IDG News Group	The Integrator wins publications award
TechMedia	TechMedia prepares for launch of *Desktop Video World*
IDG Denmark	Ask Preben Engell
GamePro	GamePro wins Sega publishing contract
IDC	TISC becomes a division of IDC
CIO	Off site: Lew McCreary, fiction writer
MW, IDG Spain	Chairman's Achievers" Lisa Brazieal, MW, Juan Jose Marquez, CW Espana
IDG	Cartoon Contest Winners

September 7

CW/Germany	IDC white paper for appear in U.S., German CWs
PCW	*PCW*'s fax back survey elicit strong reader response
IDC	Dates for 1993 U.S. Briefing Sessions
IDG	Ask Bill
IDG IS	IDG IS group gets new, improved VAX
PCW	*PCW*'s Best Buy Award goes to Symantec Corp.
IDG	More than 40 runners compete in Chemical Corp. race
IDG Australia	Seven employees celebrate 10+ anniversaries
IDG	New cartoon

September 14

PCW/LOTUS	*LOTUS* to be incorporated into *PC World*
FCW/ISG	FCW and ISG merge to form Gov't Information Technologies Group
IW	*IW* unit audit shows reach to more qualified readers
MSD	MSD, in second year, introduces comprehensive MAP
MSD	Ask Kelly Conlin
FCW	Armstrong, Hussey, McCloskey promoted at *FCW*
IDC Germany	IDC Germany holds two conferences in Sept.
IDC West	Photo of IDC West staff outing
IDC China/HK	10th anniversary: Saiman Hui
IDC	Chairman's Achiever: Brad Thorpe --also: introduction of Chairman's Achiever Award winners. Second quarter winners: Adriana Amedei, Maria Jose Marzal, Marty Garchar
IDG France	Do-er's Profile: Yanick Robain, IDG France

September 21

N W	*NW* plans to launch LAN World at Comdex
I W	*Computer Buyers World* re-launched as *IW Direct*
S W	*SunWorld* caps year of change with major Sun contract
M W	Macworld gets huge response computers in schools series
IDG	Ask Pat
GP	GamePro TV shows moves to new cable channel
IDG Hungary, Venezuela	IDG name at IDG Hungary sailing race, Caracas newsstand
N W	Off site: Bob Brown, yo-yo record holder
IDG Books	IDG Books wins prize: business unit most ahead of plan
IDG	Photo calendar contest "ad"
IDG	"New" cartoon (repeat of 8/17)

September 28

IDC/WEC/NW	Three divisions team up for *Network World 500* study
IDG/WEC Japan	First SunWorld Expo/Tokyo a success
IDG	Recap of Eastern European Managers session
MAC	Ask Jim Martin (Global Product Support Center)
WEC Germany	MACWORLD Expo/Berlin increases attendance from '91
IDG Italy	CW Italia 10th anniversary, HP networking publication
MAC	Macworld CD Ventures releases first quarterly update
GamePro	GamePro releases fourth book
IDC	Off site: Tony Picardi, IDC, radio-controlled boats
A+/IDC	Chairman's Achievers: Mary Hartwell, A+, Sandra Harrington, IDC Mountain View
MSD	MSD sponsors "Operation Sail" off Newport, R.I.
IDG	New cartoon

October 5

IDC	Second European Forum draws 350 to Venice
IDG Czech.	IDG Czech. hosts Governor Weld and Mass. trade mission
IDG Books	IDG Books rolls out new logos
IDG	Macworld, CBW win awards from Business Press Editors
IDG	Ask Walter
PCW	PC World contributes to opening of day care center
PCW	*MPC World* renamed *Multimedia* World
East West	Service bureau group helps East West with dtp centers
S W	Letter to the Editor re Harry Versen
IDC Irvine	Do-er's Profile: Steve Auerbach, SW reg'l sales manager

October 12

IW	Agenda 93 conference attracts top PC execs
South Africa	*Computing S.A.* publishes first issue with IDG affiliation
N W	NetText gives *NW* subscribers personal library
IDG San Fran.	IDG reaches largest audience of all Bay Area publishers
IDC Europe	Ask Roberto Masiero
WEC	CD-ROM Expo draws 7,800
IDG Australia	Off-site: Janel Breckenridge
CIO/MSD	Chairman's Achiever: Jay Lampus, *CIO* (West Coast)
IDG	Charlie Greco appointed IDG VP
IDC	10th Anniversary: Larry Bishop, IDC
IDG	Cartoon captions

October 19

Sumeria	Sumeria prepares to launch Macworld Interactive
N W	Network World announces technical seminar series
PCW	PCW mgmt. associate program offers inside track
IDG	Ask Bill Murphy
IDG Japan	Spotlight: Macworld Japan staff
IDG	Bob Farmer uses fundraising skills for Clinton campaign
IDG France	Do-er's Profile: Jean Paitel, circulation manager

October 26

MSD	MSD presents distribution channels study
WEC	Jim Povec named CEO of World Expo Corp.
CW	CW wins design awards
IDG News Group	IDG News Service to sponsor Comdex newsroom
IDG Norway	IDG Norway's Unix-Expo draws large crowd
N W	NW debuts first pre-show supplement
N W	Ask Colin Ungaro
IDG Books	IDG Books meets with global colleagues at Frankfurt fair
IDG	IDG holds first Senior Executive Forum
MSD	Chair.'s Achiever: Sherry Goodrich, MSD; 3rd qtr. winners
IDG	Caption contest winners

November 2

IW	Bob Metcalfe named IDG's vice president/technology
PCW/IDG Germ.	Redesign of *PC World, PC Welt*
IDC	IDC holds fall sales meeting, first customer council
IDG France	IDG France celebrates *Golden*'s first anniversary
CW	*Computerworld* honors Lotus Notes Awards winners
IDG	Ask Pat
IDC West	IDC West sales grows along with staff
PCW	PC World Test Center officially opens
IDC	Eileen O'Brien, IDC, celebrates 20th anniversary
IDG	IDG News Group to sponsor newsrooom at Comdex

November 9

IDG Bulgaria	*PC World Bulgaria* debuts
IDG Turkey	Publishing partner in Turkey and WEC host workshop
CIO	*CIO* captures gold Ozzie and other design awards
SW	SunWorld GPSC reissues SunWorld newsletter
NeXTW	*NeXTWORLD* to go bimonthly, spins off newsletter
IDG Books	IDG Books publishes *PC SECRETS*
PCW	Ask Pat Kenealy
CW	CW creates Computers For Classrooms Foundation
IDG	Long range planning committees seek volunteers
IDG Austria	IDG Austria launches *PC Test*, monthly supplment in *CW*
IMS	IMS introduces information-sharing *IMS Global Update*
IDG	Forms for Computer Press Awards available at Comdex
IDG	Chairman's Achiever: Tom Mathews, IDG HR
IW	"InfoPet" bulletin board
IDG	Cartoon caption winners

November 16

PCW	*PCW* December issue breaks circulation record
IDG Taiwan	Second issue of *Global Computer Express* ranks #2 of 4
IDG Taiwan	Jack Wang named head of IMS office in Taiwan
CW	*CW* shows off redesign, converts to new Atex system
IDG	Ask Walter
IDG Nws Grp	News Group offers in-house contract publishing
NW	Donna Pomponi, Dan Gentile (sales), Linda Miller (Pres. Award)
IDG Sweden, Australia	Australian uncle and Swedish niece discover family ties
NW	Do-er's Profile: Mary Fanning, *NW*

November 23

IDG	Worldwide managers meeting held in Hawaii
IDG Sweden	Bengt Marnfeldt wins Chairman's Cup
IDG	Photos of other Chairman's Award winners
IDC Europe	Edw. O'Hara area manager for Northern Central Europe
IDC Scandinav.	Ask Edward O'Hara
IDG	Managers reveal best ideas from 1992
NW	*Network World* gives out ENNE, first ETA awards
IDG	Bill Murphy speaks at Suffolk University
IDG News Group	Chairman's Achiever: Maureen Page-Preble
IDG	New cartoon

November 30	
ETA	ETA releases Buying IT DataDisc
WEC	WEC joins with RAI to product first EuroComNet
MW, CIO, etc.	Numerous publications win Folio circ. marketing awards
N W	*Network World*'s direct response ads help break ad record
GITG	*FCW*, ISG combine for federal market seminar in Calif.
IDG	Ask Bill
IDG News Group	IDG Internat'l News Grp. introduces IT Daily News via fax
IDG	Photos from Comdex Fall '92
Finland	*Tietoviikko* opens electronic news line for readers
IDG	Call for long-range planning group volunteers
IDG Romania	IDG Romania's Mihaela Gorodcov meets clients at shows
IDG F'ham	IDG, IDC, *CW* team up for biggest food drive ever
IDG	Cartoon caption winners
December 7	
IMI	IMI compiles "Technology at Work" directory
IDG Books	*"...for Dummies"* series tops one million in print
IDG Books	*Macworld Guide to Microsoft Works 3* is published
N W	*Network World* honored by EDI, spread the word!
CW	IDG sponsors teams for Holliston, Mass., spelling bee
IDG	Pat McGovern speeches tie IT to corporate growth, profits
IDG Spain	Ask Paco Zabala
WEC	WEC to produce Enterprise '93 event in June '93
IW	*InfoWorld* boost rate base to 225,000
IDC/GITG	ISG renamed IDC Governemnt
IDG	Matching gifts program promotes holiday spirit
MW	Chairman's Achiever: Susanna Camp, *Macworld*
IDG	Do-er's Profile: Debbie Sobin, IDG H.R.
December 14	
LINK/IDC	LINK Resouces, IDC launch first formal joint survey
IDG Asia	Offices assist with first Asia/Pacific marketing conference
IDG	U.S.-based presidents to rotate turns on Exec. Cmte.
IDG Books	IDG Books wins Chairman's Prize; 4th quarter over plan
Vietnam	*PC World Vietnam* debuts in November
IDG	Ask Pat
FCW	*FCW* introduces quarterly supplement *Federal Integrator*
IDG Books	IDG Books' authors honored at Comdex reception
IDG Books	IDG Books Indianapolis offices hosts Romanian freelancer
IDG Bulgaria	*CW Bulgaria* featured at astrologer's booth
December 21	1992 Year in Review issue

World Update readers offer ideas, critiques

- PAGE 2

CW sales team taps IDG resources for major ad coup

- PAGE 4

Macworld gets television cameo role

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 1

JANUARY 6, 1992

Sales force preps for '92

Sales managers and representatives from IDG's U.S. publications recently concluded a successful series of sales-related workshops that were held throughout the country during the fall of 1991.

Discussions about developing a more comprehensive approach to sales training had arisen at an Executive Committee meeting early in 1991. IDG Vice President/ Corporate Human Resources **Martha Stephens** worked with consultant Bob Miller to develop a proposal, which was approved at an Executive Advisory Operations Committee meeting in the spring. During the summer, she and Miller met with several national sales managers in Chicago to get their input on creating workshops for them and their sales teams.

The sessions began in Lake Bluff, Ill., with two two-day workshops for sales managers at the end of October. Under the direction of consultant Arthur Miller, the group's agenda included ways managers can help their sales force prepare for a sales call; coaching, counseling and other motivational techniques; and a review of the upcoming sales representatives training program. In between the two sessions,

- SEE PAGE 4

World Update

IDG salespeople take a break with instructor Arthur Miller (bottom left) during the training session at Babson College in December.

Top spot filled at IDC U.K.

World Update

Henry

IDC Europe President **Roberto Masiero** recently appointed **Keith Henry** general manager of IDC U.K. effective January 1.

"IDC U.K. is the largest IDC office outside the U.S.," said IDC President and CEO **Kirk Campbell**. "We are thrilled to have Keith run this operation since he has unique knowledge of the IT research business in the U.K."

Before he joined IDC as sales director last August, Henry spent six-and-a-half years managing the Northern European sales and marketing activities for Dataquest Europe. Earlier, he spent seven years with Rank Xerox, including two years as competitive strategy manager for the U.K. "In this role I became a heavy user of market research for planning purposes, which helped enormously when I crossed to the other side," he said.

Henry said he was lured to IDC by Masiero's vision of a truly pan-European research network. "This is a unique strength that no competitor can even begin to match, and it's the most powerful message you can take to IT customers," Henry said. "I look forward to a successful future with the IDC U.K. team."

Survey reveals more readers, ideas for future issues

Happy New Year!

As *IDG World Update* charges into a new year we are pleased to bring you the results of our annual reader survey. We are very happy with the results. The most important purpose of such a survey is to measure progress from year to year. In the 1991 survey 80 percent of you said you read every issue of *World Update*, up seven points from last year. Our scores for timeliness and accuracy both increased as well.

The "On Line" column, featuring answers to your questions from **Pat McGovern**, **Walter Boyd**, **Bill Murphy** and various guest columnists, remains the highest rated feature in *World Update*. Running close behind "On Line" in popularity were the monthly special issues of *World Update*, covering such subjects as marketing, licensing, IDC and the new Marketing Services Division. The special sections drew more write-in comments than any other subject as well. We plan a full schedule of monthly special issues in 1992.

We were particularly interested in your feedback about how much space we devote to U.S. as opposed to non-U.S. divisions of IDG. We grapple with this issue on a weekly basis. Our goal is to balance the coverage between the two. Some 57 percent of you feel that *World Update* gives equal weight to the two, while 17 percent believe there is too much U.S. news and 26 percent feel there is too much non-U.S. coverage.

Finally, we want to make our annual plea to keep those Emails, faxes, letters and phone calls coming. *World Update* is only as good as the information you supply us. When your company does something fun, interesting or successful, tell us. If something was not successful, but you learned from it, tell us that, too. There is a lot we can learn from each other!

David F. Hill

David F. Hill, Editor & Publisher

How often do you read *IDG World Update*?

Every issue	Frequently	Rarely	Never
80%	19%	0%	1%

How well do you think *WU* fulfills its role as a company newsletter?

Excellent	Very good	Good	Fair	Poor
19%	49%	29%	2%	1%

What do you think of the following kinds of articles?

Spotlights

Excellent	Very good	Good	Fair	Poor
23%	39%	32%	4%	2%

***Summaries* (managers meetings)**

Excellent	Very good	Good	Fair	Poor
17%	25%	37%	17%	5%

Launches

Excellent	Very good	Good	Fair	Poor
22%	45%		22%	10%
1%				

Outside office activities

Excellent	Very good	Good	Fair	Poor
10%	27%	41%	16%	6%

Please rate the following features:

On Line

Excellent	Very good	Good	Fair	Poor
30%	44%	21%	4%	1%

Off line

Excellent	Very good	Good	Fair	Poor
36%	31%	13%	13%	7%

Do-er's Profile

Excellent	Very good	Good	Fair	Poor
14%	36%	27%	18%	5%

Would you like to see other contests or interactive features?

Yes	No
61%	39%

What do you think of the monthly special issue?

Excellent	Very good	Good	Fair	Poor
31%	37%	22%	5%	5%

How often do you use *World Update* in your job?

Often	Sometimes	Rarely	Never
33%	29%	22%	16%

Do you feel that information inside *WU* is:

Well written

Excellent	Very good	Good	Fair	Poor
37%	38%	24%	0%	1%

Interesting

Excellent	Very good	Good	Fair	Poor
17%	47%	24%	9%	3%

Timely

Excellent	Very good	Good	Fair	Poor
13%	52%	25%	6%	4%

Accurate

Excellent	Very good	Good	Fair	Poor
21%	56%	19%	4%	0%

On line

ASK ECKHARD

From time to time, "On line" features selected guest columnists. This week, IDG Germany General Manager Eckhard Utpadel takes a turn.

Q What factors led to the recent decentralization of IDG Communications Verlag AG?

A Since October 19, 1991, IDG Germany has been divided into three main business units. These are *Computerwoche*, led by Publisher Ralph Peter Rauchfuss, *PC Woche*, led by Publisher Kurt Ebner; and a magazine division, consisting of *Macwelt*, *UnixWelt*, *PC Welt* and *LotusWelt*, led by Publisher Burkhard Bierschenck.

The markets served by these business units are quite different. What they have in common is that they are very competitive and undergoing dramatic changes. Our publishers are very close to their markets and customers' needs. They know best how to act before the competition does, and how to provide a product the market requires. In addition, smaller units move faster than large organizations will ever be able to, which gives us another competitive edge.

Q Could you outline the responsibilities and reporting structures of the newly formed business units? Has the reorganization affected your role as general manager?

A In short, a publisher holds the sole responsibility for his business unit. Publishers and country managers negotiate long- and medium-term goals, but the publishers are more involved in the day-to-day operations. Of course we discuss the monthly budgets and how they are met. The country manager steps in only when it comes to coordinating individual actions into commonly accepted strategies.

With capable managers in place, I now can fully concentrate on the German market as a whole, the competition and new opportunities for IDG in Germany. This is more important than ever before as the markets are becoming more and more competitive and there are a lot of new business areas we have to evaluate. This task cannot be accomplished if you have to worry about each and every detail in daily business.

Q Last March, Ziff-Davis entered the German market with *PC Professionell*. Can you describe how IDG has responded? Has Ziff's presence affected other publishing groups in Germany?

A We welcome competition, and we welcome Ziff. They entered the market with a *PC Magazine* look-alike, an approach new to the German market. Up to now they bought market share with aggressive pricing and extremely high distribution. I am glad to say that they did not buy our market share. Instead, all our publications gained. But Ziff's entry hurt some of our German competitors.

In January, Ziff introduced a second publication, *PC Direct*. It addresses direct buyers of PCs and peripherals. Though Germany grew larger last year, it is still small compared to the U.S. That means, there is always a dealer close to your location, which is not necessarily the case in the States. As the German market for mail order is not nearly as developed as the American market, we're just beginning to test this market segment. In March our magazines will include a supplement called *Computer Direct*.

Q Can you describe, and quantify the impact of a united Germany on the total business of IDG Germany?

A The unification of Germany is a big opportunity and a great challenge. Well before the Berlin Wall finally came down IDG was the first publishing house in western Germany to have a relationship with an East German publishing house, allowing them to reprint some of our editorial. That's something to build on, now.

Our population grew by some 25% but that's only part of the picture. Business in the eastern part of our country has to recover and must become competitive. We believe we can make a significant contribution by providing in-depth information on the use of information technology. There is a huge potential for new readers. Currently, one copy of *Computerwoche* is read by more than 20 readers in eastern Germany. We have roughly the same small number of subscribers in the eastern part of our country as we have in Switzerland or Austria, where local IDG units publish *Computerworld*-type publications of their own. We are here to support the development of this area, and we have to be patient.

Q You've been at the helm of IDG Germany for 12 years. What are the most significant changes or events that have happened to the company during that time?

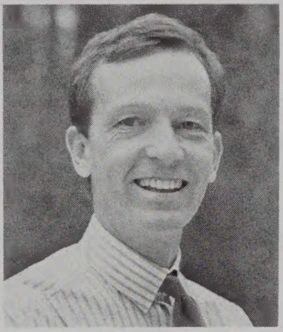
A The changes come out of the market and have kept my job exciting from the beginning. Now I am at the helm of an operation that produces new publications every day! As far as events are concerned, I was personally most impressed by the opening ceremony of the first PC World Forum in Moscow in July 1990, when Patrick McGovern cut the ribbon to symbolically link the U.S.S.R. to the rest of the information world.

■ ■ ■ ■ ■

Want to know what's going on at the top? Just ask! IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns each week answering questions on topics of interest to IDG employees. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

IDG resources featured in this tale of a sale

In a striking example of effective leveraging of IDG's diverse resources, *Computerworld*'s eastern regional sales team and President **Gary Beach** recently lured $1.2 million in advertising away from the competition.


Beach

World Update

Business "X," a large software company, was already running 66 advertising pages annually with *Computerworld*, in addition to placing ads with several competitors. Last fall, the key *CW* players involved in the account—Vice President/Eastern Advertising Sales **Dave Peterson**, Southeastern District Manager/Dallas **Darren Ford** and Senior District Manager/Atlanta **Bernie Hockswender**—were talking to X about the 1992 rates, trying to persuade the company to boost its involvement to 102 insertions per year. Numerous pitches had been made, and by late November, Beach was preparing to visit the company to make a personal appeal.

The night before his flight, Beach logged into GE's BusinessTalk email system and looked up a call report from **Bill Perry**, director of national accounts in the southeast and midwest for IDG's Marketing Services Division. Perry had recently talked with his contacts at X and noted in the report that X was wavering in its support of one of *CW*'s competitors. Beach realized that he had to capitalize on *CW*'s window of opportunity and began to assemble his firepower.

While on the email system, Beach downloaded stories related to X from the IDG News Service and read them to get the latest information on the company's activities. Next, he turned to some recent studies from IDG Research Services.

Earlier in the fall, President of IDG Research Services **Kathy Dineen** and her group had conducted a survey of 500 readers of both *CW* and the competitor with whom X was unhappy. When asked which publication they preferred, readers gave the nod to *CW* in every category. Beach brought the preliminary results of the study to his meeting, along with a psychographic cluster study prepared by Research Services Vice President **Judd Aschenbrand**. This report, a more qualitative study, showed that 42% of CW readers surveyed were "IS warriors," a proactive group that is promoting the trend of computing down to the desktop—clearly the type of reader X wants to reach.

The next day, armed with all his information, Beach showed how *CW* was positioned to enable X to make the most of its advertising dollars. To sweeten the deal, he also offered to include names of people planning to buy X's products from *CW*'s Database Division if X agreed to a larger advertising buy.

FAVORABLE RESULTS

A week later, the results were in: X agreed to a larger buy, and it will take $1.2 million out of the competitor over two years and put most of it into *Computerworld*.

Beach credits his sales team for setting up the deal. "It shows the importance of having the sales people just being in the face of the customer," he said. "You need to be out there all the time."

Beach has decided to buy 20 laptop computers so the sales force will have easy access to research through IDG's Email system. In particular, he is encouraging his staff to call up the News Service's stories more frequently. "Too many people think the News Service is just for editors, but it's also a good resource for sales people that isn't used enough," he said.

Sales training

- FROM PAGE 1

Bob Miller chaired a sales management conference that served as an open forum on various sales issues, including an overview of the Marketing Services Division's Market Access Program.

Four three-day workshops for sales representatives who sell display ads were held in November and December, two in the San Francisco area and one each near Chicago and Boston. Recognizing the experience his students possessed, trainer Arthur Miller likened his approach to that of a coach giving lessons to a professional athlete. "I tried to show them some things they could use to help their game," he said.

Miller covered the entire process, from qualifying a prospect to closing a sale, and helped the group clearly define the methods that help them sell, such as probing, listening, qualifying, analyzing and negotiating. He also explored various methods for writing proposals and contracts and keeping sales records.

Allowing the participants to step back and see themselves on videotape, followed by critiques from the group, was one of the most enlightening segments, Miller said. As their first exercise, the sales reps were asked to make a five-minute presentation about their respective books. Later, with *CIO* Director of Marketing **Cathy O'Leary Hayes** posing as a prospective customer, two-person teams were evaluated on how well they presented their objectives, how they dealt with objections, and other elements of the 15-minute mock sales call.

According to **Joan Flynn**, *Macworld*'s New England account manager, one particularly interesting aspect of the workshop was learning more about the sales practices in other IDG publications. "On a case by case basis, we had the opportunity to present some of the problems and challenges we face, and as a group we were able to discuss creative solutions for each situation," she said.

One more session for sales representatives will be held in February. In the future, IDG will hold one or two annual training sessions for new salespeople, Stephens said. Plans are in the works for follow-up sessions for the more senior people to touch on some of the topics that weren't covered during the first round of workshops.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK January 6, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

FINANCIAL ANALYST (IDG)

As a Financial Analyst for the Financial Planning Department at IDG Corporate Headquarters in Boston, candidate will assist with financial analysis, financial reporting, special projects and the annual budget process. Qualifications include a BS in Finance or Accounting, 3 years of budgeting and financial analysis experience, strong spreadsheet skills, and the ability to perform accurately under tight deadlines.

PROGRAM MANAGER (IDC)

As a Program Manager for Services Business Strategies/Product Support Solutions, candidate will identify research issues for study, formulate research projects, write research reports and bulletins, and work with the IDC sales force to generate new business and ensure renewals. Responsible for the program's profit and loss as well as advising and guiding staff on research projects and client support. Requires experience in service marketing or planning in a managerial role. Candidate must possess excellent writing and presentation skills and account management skills.

CIRCULATION COORDINATOR (ENP)

Responsible for circulation fulfillment, reporting, analysis and creative execution of all sources. Position offers unlimited growth opportunity in an exciting and challenging environment. B.P.A. experience and circulation experience preferred. Candidate must possess high math aptitude, excellent written and oral communication skills and an unquestioned integrity. Must be a well organized, hard worker with good interpersonal skills.

MAC DESIGNER (CWPI)

Candidate will be responsible for extensive design and execution of chart and promotional materials using the Macintosh. Light camera and typesetting equipment work and miscellaneous production duties also involved. Requires a minimum of 2 years design background and hands-on experience with Quark Xpress, Adobe Illustrator and Freehand. Previous camera experience preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: January 6, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Financial Analyst	Boston, MA	S. Perry	(508)935-4407
IDG	List Sales Representative	List Services, Natick, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountainview, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
DNP	San Francisco Correspondent	San Francisco, CA	C. Babcock	(617)482-8470
CBP	Sales Manager	*CBP*, Irvine, CA	B. Corry	(508)935-4416
CBP	Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	Circulation Coordinator	*Electronic News*, New York, NY	D. Foster	(212)326-2617
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
PCW/MPC	Managing Editor	*MPCWorld*, San Francisco, CA	S. Rosenzweig	(415)281-8649
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Copy Chief	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Senior Editor, Features	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)978-3232
TISC	Office Assistant	Framingham, MA	P. Doggart	(508)935-4379
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Asst./Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	(508)935-4396
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
A+	Advertising Sales Representative	Peterborough, NH	S. Fibish	(603)924-0120
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

Macworld gets "Northern Exposure"

It was an ordinary summer day at *Macworld* magazine when Marketing Communications Assistant **Darien Werfhorst** got a call from the property manager at Pipeline Productions — the company that produces the popular U.S. television show, *Northern Exposure*.

He explained that he was an avid fan of *Macworld*, and wanted to have an upcoming episode feature a character, a palmist visiting the small Alaskan town where the show is based, reading *Macworld* during a 30-45 second shot.

Pipeline Productions sent the release form, Werfhorst signed it and faxed it back.

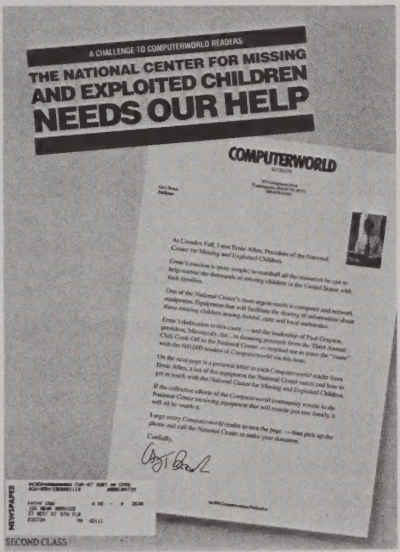
Werfhorst's forwarded the November issue that made its official television debut on December 5, receiving three, five-second zoom shots.

Werfhorst also said the only benefit derived from this was promotional, also noting that while some companies pay to have their product featured on a show, *Macworld* did not.

Computerworld elicits help from readers to find missing children

The glossy cover wrap that adorned *Computerworld*'s December 16 issue didn't promote advertising sales or a new subscription drive. As a matter of fact, the wrap was created to benefit another organization entirely—the National Center for Missing and Exploited Children in Arlington, Va.

During his visit to Comdex Fall, *CW* Publisher **Gary Beach** met the center's president, Ernie Allen, and learned of his organization's need for computer and network equipment. The center is trying to develop a national technology network that will link its information, including photos developed by sophisticated imaging equipment, with state and local missing children organizations and law enforcement offices.



A CHALLENGE TO COMPUTERWORLD READERS:
THE NATIONAL CENTER FOR MISSING AND EXPLOITED CHILDREN
NEEDS OUR HELP

COMPUTERWORLD

SECOND CLASS

More than 600,000 readers saw *CW*'s challenge.

Since 1984, the privately funded clearinghouse has located 18,530 missing youngsters using cutting-edge technology.

Impressed by Allen's dedication and the scope of the center's mission, Beach used the front cover of the wrap for an open letter challenging *CW* readers to donate equipment. On the inside cover, along with a list of needed items, Allen wrote a letter describing the center's mission.

"If the collective efforts of the *Computerworld* community results in the National Center receiving equipment that will reunite just one family, it will all be worth it," Beach wrote. The wrap was included on all 175,000 issues and seen by more than 600,000 readers.

In a follow-up article in a Framingham-area newspaper on December 19, Allen said he has been overwhelmed by the offers of assistance that have been pouring in. He said people from so many different companies have called that the center has to make sure it accepts the right donations to create a compatible network.

Many of the offers have included equipment that the center didn't originally realize it needed, he said.

According to **Elizabeth Phillips**, *Computerworld*'s account manager for marketing communications, the response has been strong from both individual MIS people as well as advertisers.

Calendar 1 2 3

- **JANUARY 22-24**
  NeXTWORLD Expo
  Civic Auditorium & Brooks Hall
  San Francisco, Calif.

- **JANUARY 27-30**
  ComNet
  Washington Convention Center
  Washington, D.C.

- **FEBRUARY 5**
  Effective Information Systems
  Hotel Gallia
  Milan, Italy

- **FEBRUARY 11-13**
  New Horizons-Open Systems
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **FEBRUARY 12-15**
  Macworld Expo/Barcelona
  Palacio de Congresos
  Barcelona, Spain

- **FEBRUARY 12-15**
  ComNet/Korea
  Korea Exhibition Center
  Seoul, Korea

- **FEBRUARY 20-22**
  Macworld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **MARCH 5**
  IDC Industry Briefing Session
  Fairmont Hotel
  San Jose, Calif.

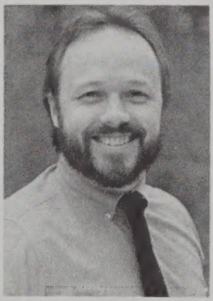
Noteworthy !

PROMOTIONS

Judd Aschenbrand has been appointed to vice president of IDG Research Services. Currently, Aschenbrand is working on research design and implementation for *Computerworld*'s sales force. He is a member of the ABP Research Committee and has chaired numerous ABP Research conferences. Prior to joining IDG six years ago, Aschenbrand worked for Simmons Market Research in New York, in addition to a number of other research firms, and holds a degree from Nathaniel Hawthorne College in Antrim, N.H. When not busy with *Computerworld* research, he enjoys golf and other sports.

■ ■ ■

Network World has announced two staff promotions: **John Gallant** to vice president of editorial and **Evilee Thibeault** to vice president of marketing.


Gallant

World Update

Gallant came to *Network World* in 1986 as managing editor and served as editor for the last four years. Prior to joining *Network World*, he was senior editor, software and services, for *Computerworld*. Gallant has a masters in journalism from Boston University and a bachelor's in economics and political science from Boston College.

Thibeault

Network World

Thibeault served as the publication's marketing manager before being promoted to director of marketing in 1990. Prior to joining *Network World* in 1989, Thibeault held several marketing positions, including advertising manager at Codex Corporation, marketing communication manager at *Data Communications*, media director at Technology Solutions, and research analyst at Information Systems News.

■ ■ ■

PC World's **Mark Taussig** has been promoted to national accounts manager/direct channel consultant from account manager. His new responsibilities include supervising *PC World*'s catalog sales efforts and personal sales responsibility for the 20 leading direct channel advertising prospects.

Also at *PC World*, **Harvey Diamond** has been promoted to senior account manager from account manager in recognition of his tenure and outstanding sales performance. In fiscal '91 he led all *PC World* account managers in dollars of adverstising sold and ended the year 38% over his revenue quota.

■ ■ ■

At *Publish* magazine in San Francisco, **Janet Engelbrecht** has been promoted to director inside sales from account manager for northern California. Her new responsibilities include supervising the telemarketing and handling Midwest sales. Engelbrecht received a BA in English from the University of Oregon and in her spare time enjoys fine art and reading mysteries.

NEW APPOINTMENTS

Paul Boulé, president of A+ Publishing, Inc. has named **Sanford Fibish** to the position of national advertising director. Most recently with Ziff-Davis Publishing, Inc., where he sold advertising for *Computer Shopper* and *PC Sources* magazines. Fibish returns to IDG where he previously held positions inlcluding publisher of *CD-ROM Review*, Eastern sales director of *Publish* magazine, and Western sales manager of *inCider*. Prior to joining IDG in 1986, Fibish was with Pennwell Publishing Company and Morgan-Grampian Publishing Company.

In his new position, Fibish will be responsible for all sales personnel and will be involved with the magazine's business planning, as well as devising strategies.

TRANSFERS

Scott Searles joins *Publish* as account manager from the CW Database Division. He will be in charge of ad sales for the Southwest territory. Searles graduated from the University of California/Berkeley in 1984 with a BA in law and jurisprudence.

■ ■ ■

MPC World welcomes **Paul Worthington** as assistant editor. Previously he was assistant technical editor for *Publish* in charge of gathering, writing, assigning and editing stories and reviews. A graduate of Califorinia State University at Fresno, Worthington received a BA in journalism. In his free time he enjoys reading, writing and drawing comics.

EMPLOYEE RECOGNITION

Olsen

World Update

IDG Norway introduced a new employee awards program at its holiday party last month. The entire staff nominated several employees in each of four categories, and a management committee voted to chose the winners. The nominees were appointed based on how well they represent selected IDG corporate values.

Thorstensen

World Update

Congratulations to Receptionist **Elin Olsen** (employee of the year), *CW* journalist **Ahlert Hysing** (journalist of the year), *PC World Norge* Sales Manager **Lise Thorstensen** (salesperson of the year) and *CW* Classifieds sales representative **Kari Mette Kolbjörnsen** (entrepreneur of the year).

Each winner received a plaque and a trip within Europe.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of December and the first week of Janaury. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
Walter Boyd - IDGHQ

TWENTY-TWO YEARS
Bill Murphy - IDGHQ

SEVENTEEN YEARS
Dieter Eckbauer - IDG Germany

FIFTEEN YEARS
Maureen Burke - CW Publishing

THIRTEEN YEARS
Josef Lohner - IDG Germany
Laura Knuzmann - IDG Germany

TWELVE YEARS
Donna Pomponi - *Network World*
Klemens Paunert - IDG Germany

ELEVEN YEARS
Bill Cadigan - CW Publishing
Joachim Flügel - IDG Germany

TEN YEARS
Gary Ciocci - Lotus Publishing
Dorothy Ferriter - WEC
Bernhard Weeser-Krell - IDG Germany

NINE YEARS
Loretta Giglione - *Macworld*
Niki Stranz - *Macworld*
Jayne Boyer - *Publish*
Pat Murphy - PCW Central Services
Alice Longley - *Computerworld*

EIGHT YEARS
James Connolly - *Computerworld*
Paul Fitzpatrick - IDG Research Services
Hermann Weisbrod - IDG Germany

SEVEN YEARS
Eric Brown - PCW Central Services
Robin Andreola - WEC
Elin Olsen - IDG Norway
Tone Wolmersen - IDG Norway
Lois Beninati - CW Publishing
Nancy Percival - CW Publishing

SIX YEARS
Tracy Tietje - Lotus Publishing
Ann Witzell - CW Publishing
Shelly Ginenthal - *Macworld*

FIVE YEARS
Shannon Dolan - *Macworld*
Tony Membrino - TISC
Heidi Egede-Nissen - IDG Norway
Joseph Greene - IDC Canada
Jean Bozman - CW Publishing
Joanne Kellcher - CW Publishing
Barbara Murphy - CW Publishing
Christine Hudema - IDG Germany
Dorothy Pratt - IDC Australia
Dan Orum - *Macworld*
Ed Chittenden - *Publish*

FOUR YEARS
Allan Alter - *CIO*
Colleen Kelly - *Federal Computer Week*
Claudia Smukler - *Macworld*
Paula Wright - *Computerworld*
Nathalie Benhaim - IDG France
Olivier Nerviaux - IDG France
Lisa Nylander - IDG
Robert Brown - *Network World*
Bernhard Steen - IDG Norway
Michael O'Neil - IDC Canada
Erika Schönberger - IDG Germany

THREE YEARS
Sally Reinfeld - IDG
Toni Long - IDG New Zealand
Susan Collins - *Network World*
George O'Connor - TISC
Rosemarie Zeno - IDG
Ken Fuller - IDG
David Emberley - CW Publishing
Sonja Lack - IDG Germany
Jutta Volk - IDG Germany
Yoko Nishii - IDG Japan
Bill McDonough - *CIO*

TWO YEARS
Andrea Percuoco - IDG
Linda Clinton - *Computerworld*
Louise Reed - IDGHQ
Lillian Richard - IDG
Helen Dragoon - IDC
Carolyn Watson - IDC
Michael Miller - CW Publishing
Jeanne Vignoli - CW Publishing
Nina Degele - IDG Germany
Stefanie Schneider - IDG Germany
Uwe Herbschleb - IDG Germany
Susanne Geiersberger - IDG Germany
Tobias Siebert - IDG Germany
Lisa Brazieal - *Macworld*
Imre Birkus - IDG Hungary

ONE YEAR
Geri Giovanni - IDG
Steve Fox - *PC World*
Steve Muller - *Publish*
Carl Petter Wilhelmsen - IDG Sweden
Virginie Bril - IDG France
Hugues Mantoux - IDC France
Karen Caponetti - IDG
Susan Rogers - IDG
Mark Hanson - IDG
Rebecca Sykes - IDG Intn'l News Group
Elizabeth Marshall - *Network World*
Frode Rognerud - IDG Norway
Bjornar Romslo - IDG Norway
Karin Seligmann - IDG Germany
Claudia Völk - IDG Germany
Thomas Wanka - IDG Germany
Bernadette Bachl - IDG Germany
Rudolf Birkner - IDG Germany
Holger Heppner - IDG Germany
Hans Hörmannsdorfer - IDG Germany
Holger Lipp - IDG Germany
Angelika Mader - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Gerry Parsons - *CIO*
Paul King - *Macworld*
Carolyn Bickford - *Macworld*
Eos De Feminis - PCW Central Serv.
Andrea Csaszar - IDG Hungary
Sandor Korcz - IDG Hungary
Leticia Varju - IDG Hungary
Maria Visnyei - IDG Hungary
Judit Akos - IDG Hungary

Do-er's profile

Ingela Havaas

- **PROFESSION**: Account executive/employment classifieds, *Computer Sweden*
- **HOME**: Stockholm
- **JOINED IDG**: February 1990
- **LATEST ACCOMPLISHMENT**: Drawing five ads away from the daily press in five consecutive phone calls.
- **DREAM VACATION**: Traveling around Asia
- **INTERESTS**: Playing in highly competitive squash matches three to five times a week.
- **SOMETHING YOU DO BUT WISH YOU DIDN'T:** Smoke
- **SOMETHING YOU DON'T DO BUT WISH YOU DID**: Make more time to be around children.
- **FAMOUS PERSON YOU MOST ADMIRE**: Olaf Palme, the late Swedish prime minister
- **GOAL IN LIFE**: To be honest to myself. If you are true to yourself, you can conquer the world!
- **MANAGER'S PROFILE**: "Ingela is a very colorful person and an extremely competitive employee who has the ability to turn any negative client into a positive one. She and her colleagues have built up the recruitment section and established its dominant position in the Swedish market."

ATLANTIC OCEAN
SAN FRANCISCO BAY
QUANTUM
SVG
intel

World Update

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

***NW* joins WEC as ComNet '92 cosponsor**
- PAGE 4

***International Computer Update* offers forecast issue**
- PAGE 5

***CW* wins fundraising challenge**
- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 2
JANUARY 13, 1992

IDG acquires *Electronics International*

Just two months after IDG acquired *Electronic News* from Chilton Publishing Co. comes the announcement of *Electronics International*.

IDG and its joint venture partner in China, the Electronics Technology Information Research Institute (ETIRI) reached an agreement to jointly publish *Electronics International*, the Asian sister publication to the newly-acquired *Electronic News*.

According to the signed agreement, IDG's joint venture under the partnership, China Computerworld Publishing and Servicing Co., will own *Electronics International* and manage its operations. As in other IDG international joint ventures, the Beijing-based *Electronics International* will exchange editorials and marketing support with the New York City-based *Electronic News*.

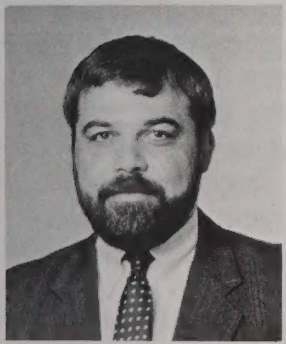
國際電子報
ELECTRONICS INTERNATIONAL

Electronics International was launched eight years ago by ETIRI as China's first newspaper covering the country's then emerging electronics industry. Following the rapid development of China's industrial modernization program, *Electronics International* now has a 30-person staff and a circulation of 25,000 and has grown from an initial four-page weekly into the present 32-page tabloid.

China has been making great efforts in developing its electronics industry. In the Eighth Five-Year Plan (1991-1995), the government set electronics and telecommunications as its investment priorities.

Chinese experts also predict that the value of China's electronics industry will total $27.7 billion by the end of 1995 with an annual growth of 10%, compared with a total value of $13.4 billion in 1989.

Cutitta rejoins IDG as MSD vice president


Cutitta
MSD

Kelly Conlin, president of Marketing Services Division has announced that **Frank Cutitta** has rejoined IDG as the vice president/international for MSD.

Cutitta, a six-year IDG veteran, will be directly responsible for International Marketing Services, the division he headed prior to his departure in 1990 to serve as president of Astarte International Trading, a Boston-based import/export company specializing in Soviet-American trade.

"Frank's knowledge of international markets, his experience in the intricacies of global media buying, and the respect he earned from IDG colleagues around the world make him exceptionally well-suited to help our customers develop global media solutions with IDG's products and services," noted Conlin.

For more information on MSD, turn to page 2

A graduate of Indiana University, Cutitta also holds a master's degree in administration from Rider College. He has also studied management at the University of Pennsylvania's Wharton School of Business and Finance.

Cutitta is frequently invited to speak at industry trade shows and associations on such topics as doing business in the former USSR; intercultural advertising and marketing; and international high technology marketing communications.

Dick Soule, who has been heading up IMS, will now report directly to Conlin on several Marketing Services Division international market projects that have recently been initiated.

MSD completes sales staff, calls for summit

Key customers to discuss marketing issues with IDG representatives

IDG's Marketing Services Division will host the first IDG Global Summit January 16-18 in Carefree, Ariz., at the Boulders Resort, a splendid setting for spirited discussions on key marketing issues facing the computer industry.

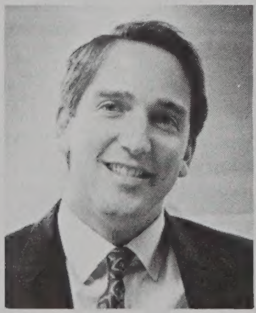
Attending the summit will be some of IDG's most important customers, as well as the publishers and editors-in-chief of IDG's U.S. publications. Topics on the agenda include international distribution, global marketing, technology trends and database marketing. Also included in the presentation will be the final report on "Buying IT in the '90s: The People, The Patterns and The Purchase," IDG's groundbreaking study on who influences the acquisition of computer products.

The summit is one of several industry events sponsored this year by the new Marketing Services Division, which recently completed its staffing of national account directors and lured back an IDG veteran, **Frank Cutitta**, to develop global accounts. In a recent shift, Vice President of National Accounts **Val Landi** relocated from Boston to San Francisco, where he'll continue to lead the MSD sales efforts and also manage national accounts in the northern California/Pacific Northwest region.

The sales force held a summit of its own late last month to get to know each other and plan strategy for 1992. The new team members are:

PAUL BONINGTON

Director of National Accounts
(Northeast and mid-Atlantic)



Bonington World Update

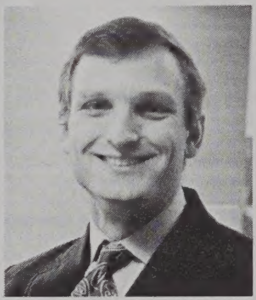
Bonington has nine years experience in the advertising sales and marketing field, most recently selling to many key large accounts as New York District Sales Manager for *Network World*. Before joining IDG in 1987, Bonington worked in sales for *Electronic News*, *Computer-Aided Engineering*, Ziff-Davis' special interest magazine division and Savin Business Machines.

Bonington holds a BS from the State University of New York/Oneonta in business/economics and European history. A resident of Stamford, Conn., he enjoys sailing, golf and skiing in his spare time.

PETER C. HORAN

Director of National Accounts
(southern California and Southwest)

Horan recently joined IDG after 16 years in the advertising agency business. Most recently he was senior vice president and group director at Ogilvy & Mather in Los Angeles working on the Microsoft account. Previously he spent two years with Cole & Weber, an Ogilvy subsidiary, and 12 years with TFB/BBDO.



Horan World Update

Horan has been actively involved in high-technology advertising and marketing since 1977. During that time he has worked on accounts for a wide range of hardware, software and communication products.

In addition to his work in advertising, Horan has taught advertising and strategic marketing at San Francisco State University and the graduate school of business at Seattle University. He holds a BA from Santa Clara University and an MBA from San Francisco State and lives in Thousand Oaks, Calif.

BILL PERRY

Director of National Accounts
(Midwest and Southeast)

Born into a Kentucky newspaper publishing family, Perry dates the beginning of his publishing career to his first job as a paperboy at age 10. In 1988, Perry joined *Network World* as a sales representative in the southeast region, working out of IDG's sales office in Atlanta. Earlier, he spent eight years with Fairchild Publications, working in sales and sales management positions for *Electronic News* in Los Angeles, Silicon Valley and Atlanta.

Perry World Update

Perry has a BA in English and an MBA from the University of Kentucky. Outside the office, his interests include running, swimming, coaching his son's soccer and baseball teams and "hanging around the house reading the newspaper."

LESLIE JOHNSON

Manager of Sales Operations

Johnson, the sales team's anchor at IDG headquarters in Boston, is responsible for implementing IDG's Market Access Program.

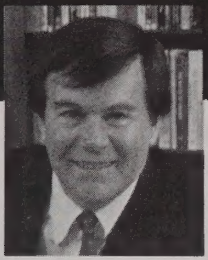
Johnson World Update

Before joining IDG, she spent 10 years with Digital Equipment Corp., where her most recent position was media supervisor in the Corporate Advertising Group. In that capacity she planned the yearly media budgets and supervised the activities of the media departments in DEC's three advertising agencies. Earlier, Johnson was an account executive for WBZ radio in Boston.

Johnson graduated from Emerson College with an undergraduate degree in speech. A resident of Salem, Mass., she's been a volunteer in the Big Sister program for 10 years and also enjoys singing and gourmet cooking.

On line

ASK PAT



Q Do you think there will be a time when it will be necessary to add an additional layer of management at the corporate level in order to keep track of/manage IDG?

A I hope not! One of our secrets of success has been to keep a flat organizational structure so that the time and attention of business unit members can be focused on the needs of their customers, not negotiations with layers of management above them. Our customers like to have fast and efficient service and to feel important by dealing with people who can make the final decisions...the heads of our individual business units, not headquarters personnel. By not having a management bureaucracy to deal with, people at IDG headquarters are free to run the support services that help our business units be better than their local competitors. These support services include sharing business practices, global marketing, training, news services, product line skills, etc.

Q Advertising expenditure seems to be very cyclical, tied to new product launches, and growth in the economy. What can IDG publications do to offset this cyclicality?

A The readers of IDG publications react to a slow economy by trying to get more productive results from their current investment in hardware and software. Therefore, they need information to increase the usefulness of their current applications. This creates an opportunity for boosting the revenue we receive from our readers by:

- Paid newsletters on specific software products and/or applications.
- Telephone help lines (pay-per-use type).
- Disk-based tutorials
- Training by video cassettes
- Conferences
- Seminars
- Books/reports

In addition, the usefulness of our publications increases continuously for our readers. We should be reflecting this increased value by annually increasing subscription prices and single copy prices by an amount equal to information plus added value.

Q What is the most promising new IT product or technology you've seen in the past few months?

A Pen-based computing, voice recognition, and the multimedia presentations on low-cost commercial workstations.

Q I read in a business daily that an arbitrator decided that PC World Communications should pay some additional compensation to ex-employees of *PC World*. What happened?

A When PC World Communications was established in 1982, an employee bonus pool was established, funded primarily by a share of the profits of the company. This annual bonus pool, which operated from 1982 to 1989, was in lieu of participating in the IDG ESOP.

David Bunnell as the first president of *PC World* and Cheryl Woodard as its first vice-president decided to assign 70% of this bonus pool to themselves. After they left the company in 1989, they had their lawyers demand that the accounting rules of the company be changed to inflate the profits for prior periods in order to increase the bonus pool.

The issue went to arbitration. There were 10 days of technical arguments surrounding 12 accounting issues. There was no evidence presented during the proceedings that IDG used other than generally accepted accounting principles consistent with the normal practice of publishing companies, or engaged in any improper accounting practice whatsoever.

In December, the arbiter submitted his decision rejecting 75 percent of the claims of Bunnell and Woodard and granting only 25 percent. However, our lawyers believe that the arbitrator's award was legally flawed, and they are contesting the award through an appeal to the California courts. They plan to pursue this appeal vigorously and believe they will be successful.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

New programs on the agenda for 14th ComNet

Programs for executives and government employees, product awards and *Network World*'s presence as co-sponsor are just some of the new developments for ComNet '92, the high-tech industry's largest voice and data communications conference and exposition.

The event, produced by World Expo Corp., will be held in Washington, D.C. January 27-31. As co-sponsor of the East Coast and West Coast ComNet shows, *Network World* is involved in show planning through its editors, who can offer WEC conference planners insight into "hot" topics in the networking industry. *Network World* staff will also produce the ComNet *Daily News*, the event's first show daily. In addition, ComNet officials have access to *Network World*'s database of 150,000 subscribers to help target individuals interested in specific ComNet programs.

ComNet Show Manager **Robin Andreola** said of *Network World*'s co-sponsorship, "I'm honored to have ComNet join forces with *Network World*. This strategic alliance will not only benefit ComNet and *Network World* but is critically important for networking professionals seeking to maintain a competitive edge."

FEDERAL EMPLOYEES TARGETED

One of the new conference attractions, the Federal Communications Forum, is co-sponsored and coordinated by two other IDG companies: *Federal Computer Week* and Information Strategies Group (ISG), a leading consulting firm for federal users. The forum will address technical and standards issues faced by communication professionals in the government sector.

Industry experts and key government networking officials will be featured in the three three-hour sessions. **Dr. Michael Goldstein**, director of the Communications Technology Service for ISG, will chair the session on Federal Wide-Area Network Plans; **Greg Cline**, program manager of ISG's Communications Technology Service, will chair the Federal Local-Area Network Plans discussion, and *Federal Computer Week* Editor **Edith Holmes** will chair the Federal Internetworking session.

The forum, free to all government attendees, will also include tabletop displays and presentations by a dozen vendors and carriers such as AT&T Paradyne, Racal Datacom, and US Sprint.

According to WEC Senior Vice President **Bill Leitch**, the federal market is a key ComNet target—15% of ComNet's attendees are federal employees—and the new conference program will go a long way toward building attendance and servicing that group's needs. "There's a lot going on in the market, given the government's larger dollar commitment to LANs," Leitch said. "ISG and *Federal Computer Week* have put together a top-notch collection of speakers, including the administrator of FTS 2000 [a large-scale government communications network]."

COMNET
NEW PRODUCT
ACHIEVEMENT
AWARD

Corporate and senior MIS executives seeking information on guiding the strategic development of their communication and computer networks can sign up for ComNet '92's Executive Symposium. The program, which has generated significant advance interest, will feature 10 business-oriented tutorial sessions chaired by leading management and technology experts. In addition, attendees can attend a luncheon forum to meet with editors and reporters from *The New York Times*, *Business Week*, *USA Today* and other publications that follow American business.

Companies exhibiting new products, product enhancements or upgrades this year were eligible to enter the premiere New Product Achievement Award Competition. Before the show, a panel of leading trade publication representatives—including *CW* Editor-in-Chief **Bill Laberis** and *Network World* Executive Editor **John Dix**—reviewed the entries and selected 10 products they felt made the greatest overall contribution to the communications industry. During ComNet, the chosen products will be displayed in a special showcase, and all attendees will receive ballots to vote for the five finalists. Winners will be announced midway through the show.

ComNet's attendance and booth space has increased more than 1,000% since the show debuted in 1979. This year, more than 450 leading manufacturers will exhibit, and well over 70 conference sessions, tutorials and technical workshops will be available to a projected 27,000 attendees.

Back by popular demand

After a one-year hiatus, the 1992 Worldwide Editors Meeting will be held April 20-22 at the Keio Plaza Inter-Continental Hotel in Tokyo. Editors from all IDG publications are invited to attend. In addition to two full days of meetings and workshops, attendees will also hear from several local speakers and have the opportunity to visit the headquarters of two of Japan's leading computer companies.

A block of discounted rooms has been reserved at the Keio Plaza for those planning to attend. The meeting is being organized by the International News Group.

Questions and suggestions regarding the agenda should be directed to David Hill, president, or Penny Winn, editorial director, at 617-423-9030, fax: 617-423-0712.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK January 13, 1992

EXECUTIVE ASSISTANT TO THE CHAIRMAN (IDG)
[illegible] supporting the Chairman of the Board, candidate must possess proven ability to work in a fast-paced challenging environment, to handle multiple tasks and to work under tight deadlines. Ideal candidate will possess the following: strong writing skills, dictation/transcription skills, experience making international travel arrangements, event planning experience, exceptional organizational skills, a typing rate of at least 65 wpm, the ability to compose and edit text, as well as the willingness to work overtime when needed.

PAYROLL/HRIS ADMINISTRATOR (IDG)
Corporate Human Resources is looking for a Payroll/HRIS Administrator. Duties include payroll/HRIS data entry, systems support, payroll taxes, ad hoc reporting and responding to payroll inquiries. Payroll experience with a general systems exposure is preferred. Candidates should have excellent customer service skills, a high level of maturity and the ability to work in a team environment.

PART-TIME MAIL CENTER ASSISTANT (IDG)
Responsibilities for this 25 hour per week position include processing and delivery of mail and supplies, warehouse runs, organizing inventories, management of IDG Research library as well as a wide range of miscellaneous duties. A willingness to work as a team member under tight deadlines and dependability a must! This entry level position may develop into a full-time position and requires a valid drivers license with a proven good driving record.

CUSTOMER SERVICE/ORDER PROCESSOR (IDG)
Responsibilities for this position with List Services will include daily order processing, monthly invoicing, entering expenses, continuous phone contact with clients and list brokers. Candidate should be detail-oriented, possess some word processing skills and have a helpful and informative phone manner. Experience in customer service would be helpful.

PART-TIME ADMINISTRATIVE ASSISTANT (IDG)
IDG List Services seeks a part-time administrative assistant for 20 hours per week. Responsibilities include filing, order confirmation, media kit fulfillment, and other general office tasks. Detail orientation is a must. Word processing skills helpful. Would prefer 5 days per week working either all mornings or afternoons.

COMPUTER HARDWARE/SOFTWARE ANALYST (IFW)
Duties include researching emerging technologies, defining objective tests to compare these technologies and explaining these tests and their results to other members of the test center and editorial department. A very strong background in microcomputer and business applications, good written and verbal communication skills.

ASSISTANT TEST DEVELOPMENT SPECIALIST (IFW)
The Test Development team is responsible for researching and defining objective comparative tests for most PC and MAC products. Candidate will coordinate projects, research new technologies, maintain and edit test procedures, execute preliminary tests and provide general support. A BS in Computer Science or equivalent experience required. Excellent communication skills a must.

DIRECTOR OF BUSINESS DEVELOPMENT (PCW)
Responsible for identification and financial evaluation of markets and products for *PC World* ventures. Includes analysis of required resources, in-house support, budgeting, modeling and forecasting, operating plan development and staff recruitment for projects. MBA in Finance/Marketing/Strategic Planning or equivalent required. At least 5 years magazine publishing and start-up experience as well as at least 3 years executive level management experience required. Candidate must also possess current publishing and high technology contacts as well as an understanding of detailed financing for publishing ventures.

PART-TIME HUMAN RESOURCES ASSISTANT (IDG/P)
Responsibilities for this 15-18 hour per week position include coordination of payroll paperwork, maintenance of all employee and applicant files, supply ordering, correspondence and special projects as assigned. Strong office skills including word processing, database and office systems management and the ability to handle multiple tasks simultaneously required. Human Resources experience preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: January 13, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	M. Cornetta	(508)935-4734
IDG	Financial Analyst	Boston, MA	S. Perry	(508)935-4407
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	List Sales Representative	List Services, Natick, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountainview, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	Circulation Coordinator	*Electronic News*, New York, NY	D. Foster	(212)326-2617
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Asst. Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
IFW	Inventory Controller (Ship/Recv.)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Senior Editor, Features	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)978-3232
TISC	Office Assistant	Framingham, MA	P. Doggart	(508)935-4379
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Asst./Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	(508)935-4396
CWDD	Customer Service Representative	*CW* Database Div., Burlingame, CA	J. Stange	(415)347-0555
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

Team effort yields *ICU* forecast issue

The new year has brought forth the second annual forecast issue of *International Computer Update* (*ICU*), the weekly executive report from IDG's daily News Service.

The 20-page forecast issue offers a regional look at the global high-tech market—what areas are ripe for investment and how already-lucrative markets are handling the current worldwide recession. It also includes a review of important industry events in 1991.

International Computer Update *Forecast*

1992 will be year of reckoning for European high-tech firms

Editor **Sharon Baker** said she was pleased with the scope of *ICU*'s regional coverage and credited her many IDG colleagues who contributed to the forecast issue. **Cheryl Hohenstein Wafai**, editor-in-chief of *PC World Middle East*; **Mayuri Odedra**, an editor and researcher at *PC World Africa*, IDC's *Gray Sheet* Editor **Doug McLeod** and News Service correspondents **Chris Brown**, **Ron Condon**, **Charlie Lecht** and **Lori Valigra** all contributed articles. *Computerworld Hong Kong* editor **Laura Janney**; IDC Director of International Research Services **Paul Pastrone**; **Oscar Barros**, president of IDG's licensee in Chile; and IDG General Managers **Ruben Argento** (Argentina) and **Henry Morales** (Mexico) provided additional information.

For more information, contact Baker at email S.Baker or fax (617) 423-0712.

FRESH FRUIT SALAD 350 LB.
fruit
TODAY'S LUNCH MENU
• CHILI WITH CORNBREAD AND SALAD
• NACHO CHIPS, CHEESE AND ONIONS
• HOME BAKED DESSERTS
OUR FAMILY FEEDS YOUR FAMILY

World Update

Jeanne Vignoli and Frank Wielki of *Computerworld*'s IS department serve lunch to their colleagues as part of *CW*'s fundraising efforts.

CW, NW raise $6,984 for charity

Digging deeper than ever to help out the homeless, *Computerworld* and *Network World* completed their second annual charity fundraising contest last week, with *Computerworld* providing a good-natured drubbing of its sister book. In the final tally, *CW* raised $2,137 to *NW*'s $1,355, a margin that convinced even *NW* Editor **John Gallant** that it was more than *CW*'s greater numbers that made the difference.

"What can I say?" asked a dejected Gallant. "They are simply better." Gallant had previously crowed in *World Update* of a stunning *Network World* victory. "Now I'm eating crow," the affable editor said.

Computerworld's effort was given a great boost by nearly $500 raised by the MIS department, which prepared and served a sumptuous chili lunch in the CW cafeteria. Head chef **Frank Wielki** was assisted by an able-bodied crew that included **Linda Nelson**, **Bonita Cox**, **Sarah McEwen**, **Al Nelson**, **Jeanne Vignoli** and **Glynnis Mercado**.

"People were motivated mostly by Gallant's bragadoccio as stated in *World Update*," noted *CW* Editor **Bill Laberis**. "And if you're going to get down and dirty about something, it's nice to be able to help a lot of unfortunate people while you're having fun. I trust he's learned a good lesson, but I don't doubt Gallant will issue the same foolhardy challenge next year."

Replied Gallant, "We'll be back."

The total of $3,492 raised by the employees will be matched by both companies, netting a grand total of $6,984 to help out homeless children, women and men in the greater Boston area.

Bill Laberis contributed this article.

New number for Argentina

CW Communicaciones S.A. in Argentina has a slight modification to its main telephone number. The new number is:

+54-1-342-5583

Noteworthy!

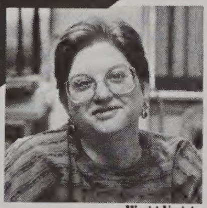
TRANSFERS

Michael E. McCarthy, formerly editor-in-chief of IDG Books, has been named editor-in-chief of *SunWorld.*

■ ■ ■

Holly Klingel, previously a subscription promotion manager at *LOTUS* magazine, has joined *GamePro* as fulfillment manager. She has a BA in political science from California Polytechnic State University/San Luis Obispo.

EMPLOYEE AWARDS



Reinfeld World Update

On December 16, three employees in IDG's corporate office, **Sally Reinfeld**, **Penny Stevens** and **Rosemary Geiszler**, received Corporate STAR awards at IDG's annual holiday luncheon. Tiffany crystal stars are given quarterly to corporate employees who exhibit outstanding service, teamwork and results. Recipients are nominated by their peers and chosen by a panel of corporate employees.

Stevens World Update

Reinfeld, a group controller who joined IDG in 1988, was commended for her responsiveness to client requests and her interest and sensitivity to client needs. Geiszler joined IDG in 1990 as a bookkeeper in the accounting department and was credited for her swift and accurate responses to questions and requests. Stevens, also a bookkeeper, came to IDG in 1987 and was recognized for her ability to accommodate the needs of her assigned groups and for going the "extra step."

NEW APPOINTMENTS

PC World welcomes a host of new employees. Western Advertising Director **Celia Canfield** comes to IDG from M&T Publishing, where as associate publisher she managed the sales and marketing efforts for *DBMS*, a vertical high-tech trade magazine. She has a BA from Troy State University and has done graduate work at American University in Cairo. Outside the office, she's a gourmet cook and a fan of southern history and literature.

Assistant Production Manager **Cindy Ahuna** is helping with *MPC World* as well as trafficking editorial and managing card decks for *PC World.* She was formerly an art and editorial assistant at Latimer Publications, Inc. Ahuna has a BA from San Francisco State University and has done graduate work in education. She lists skiing, biking, oil painting and photography among her interests.

Production Assistant **Nancy Low** recently served as an English instructor in Japan. A native of Hawaii, she holds a BA in English from California Polytechnic University/Pomona and enjoys volleyball and museums in her spare time.

Associate Editor/Reviews **Bruce Kinnaird** joins the *PCW* team from his self-employed post of publisher of the American Home Satellite Association's monthly newsletter. He has a BA in psychology from Indiana University-Purdue University at Indianapolis and spends his free time horseback riding, hiking, fishing and writing.

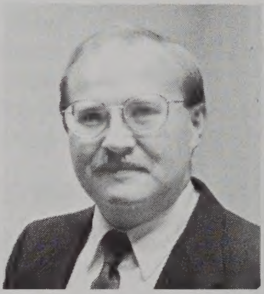
■ ■ ■

Richard Carlisle has signed on as *Network World*'s district sales manager in Irvine, Calif. He previously managed the Pacific Northwest territory for CMP. Carlisle has a BA in journalism from California State University/Northridge and enjoys fly fishing, soccer and collecting maps of parade routes in small towns.

Leary World Update

Susan Leary, who had been working on a temporary basis with World Expo Corp. since August, joins WEC full-time as assistant to International Projects Manager Terry Coe. She has an undergraduate degree from the University of Hartford Art School and an MA in film and video from San Francisco State University. In her spare time, Leary enjoys Japanese woodblock printing and poetry.

■ ■ ■



Manninen World Update

CIO announces the arrival of Manager of Program Planning **Walter Manninen**, who'll be handling planning, tracking and reprint sales for the CIO Executive Programs. He comes to IDG from Growth Companies in Chestnut Hill, Mass., where he was a senior accountant. Manninen holds a BS in social services, with a minor in philosophy, from Salem State College, and an MBA in finance from Suffolk University. He enjoys playing the piano and collecting 20th century American art.

■ ■ ■

Jon Lesjak joins IDG Australia as an account executive, handling display advertising sales for all publications. He was previously an advertising executive for *The Australian.* In his off hours, Lesjak enjoys golf, swimming and cycling.

■ ■ ■

Laura Stoll, art director for *SunWorld*, comes to IDG from *MacWeek*, where she was associate art director. She is a graduate of the Academy of Art College in San Francisco.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Bill Laberis - CW Publishing
Nicole Adda - IDG France
Christiane Alarmarguy - IDG France
Jenny de Montaigne - IDG France
Jacques Tillier - IDG France

TEN YEARS
Noel Bennett - IDG Australia
Bertrand de Cerval - IDG France

NINE YEARS
Katy Gurley - *InfoWorld*
Bengt Marnfeldt - IDG Sweden
Helen Marnfeldt - IDG Sweden
Joan Daly - *Network World*

EIGHT YEARS
Pauline Smith - CW Publishing
Laura Smith - *PC World*

SEVEN YEARS
Donald Young - IDGHQ
Audrey Shohan - CW Publishing
Michael McShane - *InfoWorld*
Christine Boyle - IDC
Rebecca Segal - IDC

SIX YEARS
Sally Cusack - CW Publishing
Elisabeth Horwitt - CW Publishing
Brad Thorpe - IDC
Colette Bienfait - IDG France
Claude Giffard - IDG France
Anne Hickins - IDG France

FIVE YEARS
Richard Cranford - Lotus Publishing
Paula D'Amico - CW Publishing
Mark Brownstein - *InfoWorld*
Peter Perry - *InfoWorld*
Allan Towl - *Digital NEWS*
Eileen Trapp - *Digital NeWS*
Peter Andersson - IDG Sweden
Joseph Greene - IDC Canada
Veronique Arene - IDG France
Pierre Iticsohn - IDG France
Daniele Ringuenoire - IDG France
Evelyne Tchoutakian - IDG France

FOUR YEARS
Mari Eliza - *InfoWorld*
Chris Erickson - *InfoWorld*
Mary Loffredo - IDC
Katalin Kopacsi - IDG Hungary
Eva Halasz - IDG Hungary
Ulrike Pape - IDG Germany
David Beynon - IDG Australia
Debbie McKenna - *Digital NEWS*
Francois Jeanne - IDG France
Charles de Laubier - IDG France
Alain Ritaly - IDG France
Olivier Robineau - IDG France

THREE YEARS
Holly Howard - IDG HR
Tania Howes - *InfoWorld*
Zsoka Egyed - IDG Hungary
Ilona Szekelyhidi - IDG Hungary
Bela Varga - IDG Hungary
Paul Dudas - *Macworld*
Simon Anderson - IDG Australia
Christina Bonnevier - IDG Sweden
Birte Matsen - IDG Denmark

TWO YEARS
Rosemary Geiszler - IDG
Janet Dubois - WEC
Tracie Seder - *Network World*
Diana Duarte - *InfoWorld*
Patricia Englert - *InfoWorld*
Rod Chapin - *InfoWorld*
Florence Mishaw - *InfoWorld*
Ben Barbante - *InfoWorld*
Kristi Coale - *InfoWorld*
Marcia Rosenthal - IDC
Virginia Mellinger - IDC
Kimberlee Luedee - *Macworld*
Maria Berg - IDG Sweden
Anders Blume - IDG Sweden
Eva Gustin - IDG Sweden
Ingela Havaas - IDG Sweden
Lars Osterlind - IDG Sweden
Lisbeth Egeskov - IDG Denmark
Finn Rasten - IDG Denmark
Valerie Delagorce - IDG France
Blandine Leterre - IDG France
Jocelyne Milan - IDG France

ONE YEAR
Caryn Gillooly - *Network World*
Linda Bowes - IDGHQ
Kelli Flanagan - *InfoWorld*
Marc Calvanico - *InfoWorld*
Lucinda Formyduval - *InfoWorld*
Jayne Salinger - *Macworld*
Monique Haylen - IDG Australia
A.G. Gernamo - *Digital NEWS*
Jorgen Bergfors - IDG Sweden
Morgan Dandelius - IDG Sweden
Lars Danielsson - IDG Sweden
Jens Eriksson - IDG Sweden
Jan Haug - IDG Sweden
Sten-Aake Ryden - IDG Sweden
Peter Wiklund - IDG Sweden
Helene Woelms - IDG Sweden
Tomas Zirn - IDG Sweden
Liselotte Nielsen - IDG Denmark

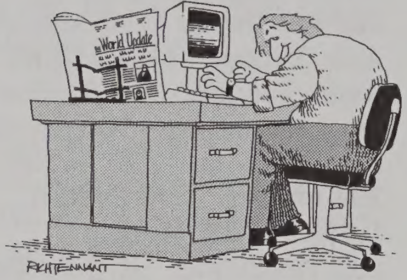
Cards for a good cause

St. Jude's Ranch for Children in Boulder City, Nev., a home for abused, neglected and abandoned children is collecting used greeting cards from any occasion.

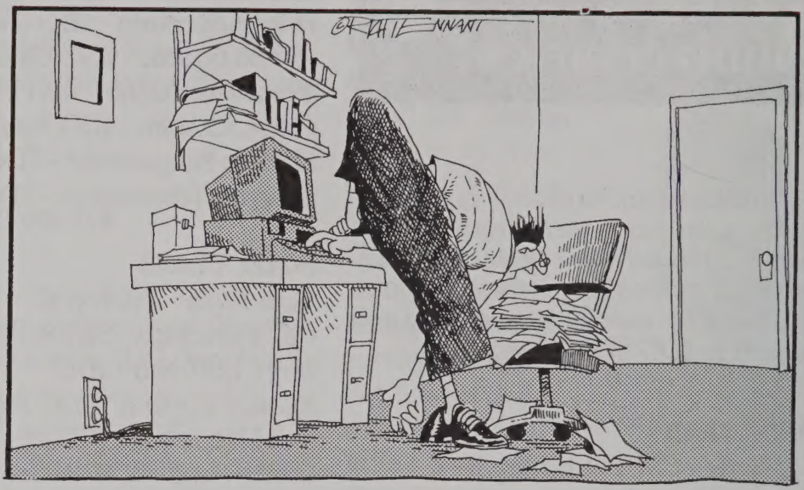
The children recycle the designs from these cards into new cards and earn 10 cents per card. Five of the 10 cents is placed in a savings account for the child, and the remainding five cents is put in the Ranch's cottage fund that goes toward the upkeep of the cottages that the children live in as well as any field trips they might take. IDG Headquarters is inviting all worldwide IDG business units to participate in this worthy cause. Please forward any used greeting cards before January 31 to Amy Silberman at IDG Headquarters, One Exeter Plaza, 15th Floor, Boston, MA 02116.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, February 11. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

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MANAGING EDITOR
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NEWS EDITOR
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EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

LINK Resources predicts growth in multimedia

- PAGE 2

***Publish* clients beat recession with new ads**

- PAGE 5

***CW, NW* reap advertising awards**

- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 3 **JANUARY 20, 1992**

MPC World targets emerging medium

IDG's 21st U.S. publication and the country's first magazine dedicated to multimedia personal computing, *MPC World*, made its official debut at the Consumer Electronics Show in Las Vegas earlier this month.

The bimonthly publication earned a strong response from both vendors and users; twice as many people as expected signed up for subscriptions at the show.

"Until now, early users of multimedia personal computing have had to scramble for advice, news and insights," said *MPC World* Publisher **Jonathan Epstein**. "With new systems and titles now released almost daily, enthusiasts need a central source of information. *MPC World* is that source."

According to Epstein, multimedia computing offers sound and animation, and sometimes video, and a level of interactivity through which the user determines the course of events, such as choosing plot twists in a story.

The U.S. market for multimedia software alone is estimated to be in the hundreds of millions this year, reaching at least $1.1 billion by 1995, according to the *MPC World*'s media kit. The installed base of multimedia systems is expected to increase to more than one million within the next three years, while 15 million MPC-upgradable PCs are already in U.S. homes.

Produced under the auspices of *PC World*, *MPC World*'s February/March debut issue weighed in at 100 pages, including covers, with 38 pages of advertising. The 34 pages of paid ads produced a higher yield than expected, Epstein said.

Of the more than 125,000 copies printed, 95,000 are being delivered this week to newsstands, bookstores and computer stores and 7,000 to similar locations outside the U.S. The remainder is going to other advanced subscribers and to buyers of a variety of multimedia products containing card-in-the-box offers for three free issues.

PREMIERE ISSUE
MPC WORLD
Indy's Back!
FORUM Are War Games Bad for Your Kids?
FROM THE PUBLISHERS OF PC WORLD
MULTIMEDIA PCs Here. Now. WOW!
12 HOTTEST SYSTEMS Multimedia Magic With Full PC Power TODAY!
12 BARGAIN MPC UPGRADES Enhance Your PC with CD-ROM and Stereo Sound
50 TOP SOFTWARE TITLES Games, Encyclopedias, Music, and More on Floppy and CD
TV ON YOUR PC HOTTEST SOUND BOARDS TIPS ON CD-ROM DRIVE BEST BUYS

***MPC World* helps users of IBM-standard PCs integrate multimedia technology into their homes and lifestyles.**

The *MPC World* masthead boasts a number of IDG veterans, including Editor-in-Chief **Sandra Rosenzweig**, recently in the same role at *Publish*; Senior Editor **Suzanne Stefanac**, previously senior associate editor/features at *Macworld* and Epstein, formerly director of special projects at *Digital NEWS*. *Publish* Managing Editor **Michael Lester** will join the group soon.

Epstein emphasized that *MPC World* couldn't have launched the publication without the key contributions of the circulation, production and finance departments and technical support staff at *PC World*. "All of them took ownership of the project in what was a real crunch," he said.

The new publication targets consumers who have a business-strength IBM or similar PC at home and are looking for new ways to use it for working, but also for learning, creating and playing audio, video and music. *MPC World* includes columns on these four subjects, as well as buyers' guides, how-to clinics, new product reviews, software and title reviews and multimedia test lab results.

To take advantage of multimedia PC products, users must have either a preconfigured multimedia PC or upgrade their existing PC with a multimedia PC upgrade kit, which starts at about $700. A multime-

- SEE PAGE 2

MPC World

- FROM PAGE 1

dia PC consists of six basic components: a PC (at least a 386SX), a CD-ROM drive, an audio board, Microsoft Windows graphical environment with Multimedia Extensions, a set of speakers or headphones for audio output and a mouse or joystick.

The multimedia revolution is proceeding so rapidly that *MPC World* staff members have found that they have to keep their ears to the ground at all times—and act quickly. Just after the publication's advertising and editorial closed in early December, Microsoft and the MPC Marketing Council—a vendors' group that has created an MPC logo to signify product compatibility—announced that the minimum requirement for a multimedia PC is a 386SX. The *MPC World* staff scrambled to alert its readers by squeezing a sidebar onto the masthead page.

> ***First and foremost, MPC World is fun.***
>
> \- *MPC World* media kit

When properly equipped, a multimedia personal computer can be the key to "discovering books and encyclopedias that bring ideas to life through images and speech, games that match the quality and fun of the best arcade entertainment, and software that unleashes your personal creativity in music, animation and video," said Rosenzweig in her "Inbox" column.

Indeed, both Rosenzweig's column and *MPC World*'s media kit emphasize that "first and foremost, *MPC World* is fun." The publication's graphic look and editorial style strive to reflect the excitement generated by the technology itself.

Epstein said that *MPC World* will be conducting research to determine a profile of work-at-home users and explore the driving forces that make them upgrade, whether its greater personal productivity, self-improvement, family entertainment or education. The research will also look into the use of multimedia in corporations.

Multimedia to take off

LINK Resources predicts $13 billion industry

LINK Resources, a division of IDG that specializes in the electronic information and communications services markets for the vendor community, has released a major study: *Multimedia: New Market Opportunities in Computing, Communications and Entertainment.*

The 800-page study offers quantitative and qualitative information on the strategic implications of multimedia products and services for the consumer, business and education markets. It is based on seven months of research, including national surveys of the three major markets, nine focus groups and over 150 interviews with users and vendors of the technology.

Authors **Walter Miao** and **Steve Reynolds** project total U.S. spending on all multimedia-related products and services to grow to $13 billion by the end of 1996. Growth will be paced by the business market segment with impact on such activities as meetings, in which videoconferencing systems will make multimedia a standard environment for business communications, and product-related information dissemination, in which literature, sales support materials and training materials are presented in multimedia formats. Growth in the consumer market is predicted to roughly parallel that of business.

MPC World tests ad program

MPC World's special advertising section, the MarketMaker Advertising Forum, provides a means of communication between vendors, who want to describe their companies and multimedia products in greater detail than is possible in traditional ads, and users who are just beginning to explore MPC technology.

Several of MPC World's clients had not yet created formal advertising campaigns for their brand new products. MarketMaker allowed them to create a promotion easily and benefit from exposure in MPC World's premiere issue.

Other clients used the section to supplement regular display ads running elsewhere in the publication by introducing key staff members, previewing products and emphasizing their commitment to multimedia.

Priced the same as a 4-color display page, MarketMaker Pages are fixed-format, four-color full page ads—complete with reader service card reference—which appear in a section at the back of the book prefaced by a one-page letter from the publisher. Companies supply 500-600 words of copy, their logo, and up to two photographs, and MPC World produces the ad. The publication's first issue contained nine pages of MarketMaker ads.

ADVERTISEMENT

MEDIA VISION

Multimedia: One Step at a Time

Turning your PC into a Multimedia Personal Computer (MPC)

Getting Started in Multimedia

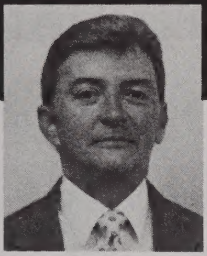
Why Should You Buy MPC Products Today?

About Paul Jain and Media Vision Inc

Conceived as a one-time feature, *MarketMaker* will continue in response to strong advertiser interest.

On line

ASK WALTER



Q Last June, IDG signed a license agreement with Vilko Novak in Yugoslavia. To date, there has been little information regarding the company's products or activities. Could you give an update on the business climate and projects that they are currently producing?

A Given the unfortunate set of circumstances in Yugoslavia at the current time we have had virtually no contact with our partners there. We are hoping to either see them at the next European Managers Meeting in Helsinki next month or to get an update from them in the near future.

Q Can you share your thoughts on the former Soviet Union? Are the individual countries economically viable? Do you think any will be able to support IT publications?

A I very much believe that the new Commonwealth countries that were formerly a part of the U.S.S.R. will be more eager than ever to receive information regarding information technology and, yes, I do believe that they will somehow manage to support publications and services as they will need to do a lot of catching up.

They will, quite obviously, have a very difficult time over the coming months in their change over to a free market economy but the need, desire and necessity of modernizing will be quite strong.

We can, of course, look back at our operation in Hungary three and four years ago to realize how far a country can come in a relatively short period of time in terms of adjusting to a new form of government and freedom to participate in capitalistic business ventures. Other cases in point are Czechoslovakia, Poland and Bulgaria, where our publications are doing extremely well and are very well supported by a strong readership base. Unfortunately, the advertising base will take some time to build to self-supporting levels but it is definitely on the increase.

At the moment we do not plan to change any of our existing titles or business structures within Russia. We will, in the near future, be meeting with our Russian manager, Boris Antoniuk, to discuss what, if any, changes might be necessary. There will, of course, be a period of settling in as the massive economic and social changes that are taking place in the former U.S.S.R. will have far-reaching ramifications for a long time to come.

Q Can you clarify the situation in the U.K? How many publications are we currently publishing and what is the status of *Computerworld*?

A We are currently publishing *Macworld* and *Lotus World* in the U.K. Because the economy in the U.K. is still in a very serious recession, we have tabled our plans to launch a U.K. *Computerworld*. We still need and want to have a *Computerworld*-type publication in this very important global market so the plans will be regularly reviewed and at the appropriate moment we will make our move.

Q You are known as an opera aficionado. Can you list some of your favorite opera houses around the world?

A Let me first say that the only major opera house that I haven't been to is La Scala in Milan (probably the most famous!). But apart from that I would have to say that for consistency of great performances and stellar casts The National Theatre in Munich, Germany, has to be my favorite.

On the other hand, the most beautiful opera theater in the world has to be La Fenice in Venice and the most dynamic and powerful in terms of aura certainly has to be Beyreuth in Germany—Wagner's own theater. The performances here are conducted as though in a shrine. If anyone ever dares cough he might be physically attacked by his neighbor.

Now, before people jump all over me from elsewhere in the world, I might say that there is really not an opera house I don't like—except for Boston.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

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Volume purchasing gets prices down, quality up

Over the past year IDG's Director of Paper Services **David Sanders'** efforts have resulted in a successful coupling: the orchestration of an IDG volume paper purchase, as well as the creation of a new grade of paper exclusively for IDG.

Under a volume paper agreement, IDG publishing units can jointly purchase paper in bulk to lower the exorbitant costs that in some cases amount to half a publication's cost of production.

Since 1986, Sanders has been working with Kymmene Paper, a Finnish paper mill, arranging volume agreements. However, these agreements only ensured that the publications would receive their required tonnage of paper. Under the new contract, publications can combine their volume requirements and receive a substantial discount based on the volume purchase.

Network World, which uses 2,000 tons of paper per year, and *Computerworld,* which uses 3,600 tons of paper, enrolled in the centralized buying program with *Federal Computer Week* and *Digital NEWS*. These publications have seen no price increases since October 1990 and in FY'91 the volume agreement netted a $141,000 annual savings. In addition, this price decrease forced *InfoWorld*'s paper mill to decrease its price for an annual savings of over $155,000.

MILLIONS BEING SAVED

IDG's monthly publications that use coated papers have saved approximately $1 million this year due to current soft market discounting. According to Sanders, "The $1 million that we saved in calendar 1991 will stand to be doubled in 1992 if we continue volume purchasing."

Kymmene's mills are located in Finland, Germany, U.K., and France, and for the past two years Sanders has also been working with IDG's European business units to form volume agreements. However, last January the American Paper Industry filed a dumping petition that charged European mills with sending paper to the U.S. and charging less than they charged in their own country. This placed IDG's volume purchasing plan on the back burner while the Federal Trade Commission began assigning very steep tariffs during its 12-month investigation —making up for the difference. However, on December 5, 1991, the International Trade Commission made a final ruling against the American Paper Industry suit and said that all tariffs must immediately be lifted. Now, international mills can bid on U.S. trade, guaranteeing business at competitive prices.

As soon as the tariff was lifted Kymmene came in with a bid for a percentage of IDG's bulk business in North America, and business units from all over the East Coast and Europe have been contacting Sanders to learn more about joining the IDG volume buying program.

ONE PRICE, ONE PAPER

Now, not only will these IDG publications be buying their paper in quantity, but some may also be buying from a stock of paper exclusive to IDG. The new uncoated paper, called Kym Weekly, is a result of Sanders working with Kymmene to produce a better paper, using the industry's stringent requirements for uncoated papers along with IDG's strict quality control as the guidelines.

This new grade of paper has a better printing surface and higher brightness, while maintaining current opacity levels. Moreover, no other company in North America can use it.

So far *RUN* and *PC Games* have agreed to test the new paper. Sanders has also approached CEO and Publisher of *Electronic News* **Joel Novak** to discuss having *Electronic News* work with the new paper during its redesign.

In order to get the paper off the drawing board and into customers' hands, Sanders is inviting other publications to test the paper in press trials. He feels that different printers using different inks from all over the country will prove how durable and pliable this new stock is and will help IDG and Kymmene quantify Kym Weekly's attributes.

World Update

> *"The $1 million that we saved in calendar 1991 will stand to be doubled in 1992 if we continue volume purchasing."*
>
> -David Sanders

Sanders also has available a travelling roadshow he refers to as "Paper School." This presentation includes several videos that outline the paper-making process as well as lots of handouts that explore and explain various paper properties. This program can be tailored to the needs of a specific audience and can include briefings on paper choices, on-press color checks, recycling, and anything else related to paper qualities and purchasing programs.

Anyone wishing to participate in the "Paper School" should contact David Sanders at 375 Cochituate Road, C/O *Computerworld*, Framingham, Mass., 01701, fax: 508 620-7739.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK January 20, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

PART-TIME MAIL CENTER ASSISTANT (IDG) ***Revised***
Responsibilities for this 30 hour per week (Monday - Friday, 1 p.m. to 7 p.m.) position include processing and delivery of mail and supplies, warehouse runs, organizing inventories, management of IDG Research library as well as a wide range of miscellaneous duties. A willingness to work as a team member under tight deadlines and dependability a must! This entry level position may develop into a full-time position and requires a valid drivers license with a proven good driving record. Interested candidates should send a resume to: *Donald Young, IDG Headquarters, One Exeter Plaza, Boston, MA 02116.*

ASSOCIATE RESEARCH ANALYST (IDG)
Candidate will assist in the day-to-day activities involved in conducting market and media research studies. Will also assist in survey design, questionnaire development, report writing and other miscellaneous administrative functions. Must be detail-oriented and possess excellent written and oral communication abilities as well as strong interpersonal skills. Position will report to the Vice President, IDG Research Services.

SENIOR ANALYST (IDC)
Responsibilities include market forecasting and analysis, developing an extensive network of industry contacts, generating databases of product information, building company and business models, client support and contributing to consulting projects. At least two years of experience in related market research or product marketing positions, resulting in extensive knowledge of graphics hardware products and markets required. Strong writing and analytical skills a must.

SENIOR ACCOUNT EXECUTIVE (IDC)
Candidate will identify prospects and then develop and present proposals to close new business. With IDC analysts, candidate will also expand the business we are conducting with current IDC customers. Requires at least eight years experience selling computer and technology products to senior management and an established record of success building relationships with major accounts. Experience selling research is a distinct advantage. A Bachelor's degree required.

ADMINISTRATIVE ASSISTANT (PCW)
Will support the Western Advertising Director and Account Managers in all administrative facets of ad sales, to include clerical support, office support, customer service, and general support. Must have experience on IBM PC or compatible and be proficient in Word, Q&A, Lotus 1-2-3 or Quattro. Excellent organizational, communication and secretarial skills required.

MARKETING COMMUNICATIONS PROJECT COORDINATOR (CWPI)
This newly created position will be responsible for taking promotional marketing projects from inception through completion. The ideal candidate must have experience in design, print and media, be a self-starter and have the ability to work in a fast-paced, deadline driven work environment. Should have a working knowledge of MAC, Quattro Pro or other spreadsheet software. Good verbal and written communication skills as well as excellent organizational abilities a must. Knowledge of high-tech publishing a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: January 20, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Associate Research Analyst	Research Svcs., Natick, MA	J. Aschenbrand	(508)879-0700
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	D. Young	(617)534-1205
IDG	Financial Analyst	Boston, MA	S. Perry	(508)935-4407
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	List Services, Natick, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Senior Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant	Mountainview, CA	N. McSharry	(415)691-0500
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	Circulation Coordinator	*Electronic News*, New York, NY	D. Foster	(212)326-2617
ENP	New England Regional Sales Mgr.	*Electronic News*, Boston, MA	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
ENP	News Correspondent	*Electronic News*, Mountain View, CA	J. Lydon	(212)887-8316
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Asst. Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Senior Editor, Features	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
MAC	Asst. to Editor-In-Chief	*Macworld*, San Francisco, CA	J. Borrell	(415)978-3232
CWPI	Marketing Communications Coord.	*CWPI*, Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	District Sales Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)374-0555
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	(508)935-4396
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

Planning committees seek volunteers to chart IDG's future

If you would like to help plan IDG's future, now is the time to sign up to serve on one of the Future Environment working groups that are preparing an analysis of the challenges and opportunities that IDG will experience during the 1990s.

The reports of these working groups will be a key input to IDG's Long-Range Planning Meeting, which will be held at the end of March.

Five working groups have been established. The names of the working groups and the chairpersons are listed below.

If you would like to apply to participate in any of the working groups, please contact the chairperson on or before January 24.

- *Changing Patterns in the Acquisition, Delivery and Use of Information in the 1990s.* Chairperson: **Diane Gamble**, president, LINK Resources, 212-627-1500.

- *Changing Patterns in the Social, Economic and Political Environment in the U.S. in the 1990s.* Chairperson: **Bill Murphy**, executive vice president/finance, 617-534-1200.

- *Changing Patterns in the Evaluation, Acquisition, Management and Use of PCs and Workstations in the 1990s.* Chairperson: **Aaron Goldberg**, vice president, desktop computing/IDC, 508-872-8200.

- *Changing Patterns in the Evaluation, Acquisition, Management and Use of Enterprise Information Systems in the 1990s.* Chairperson: **David Vellante**, vice president, systems, storage and software/IDC 508-872-8200.

- *Changing Patterns in the Nature of the U.S. Workforce in the 1990s and the Implications that has for Organizational Structure, Management Style, Training Requirements, Employee Motivation and Management Practices.* Chairperson: **Martha Stephens**, vice president of Human Resources, 508-875-5000.

Changes in Hungary

IDC Hungary will be in a new location on January 27. The new mailing address is:

IDC Hungary Ltd.
H-1364 Budapest
P.O. Box 55
Hungary
Telephone and fax:
(361) 252-8830

■ ■ ■

IDG Hungary has also moved to new quarters. The mailing address remains the same, but the new phone and fax numbers are:

Telephone: (361) 165-9122
Fax: (361) 202-5565

Publish lures advertisers with special section

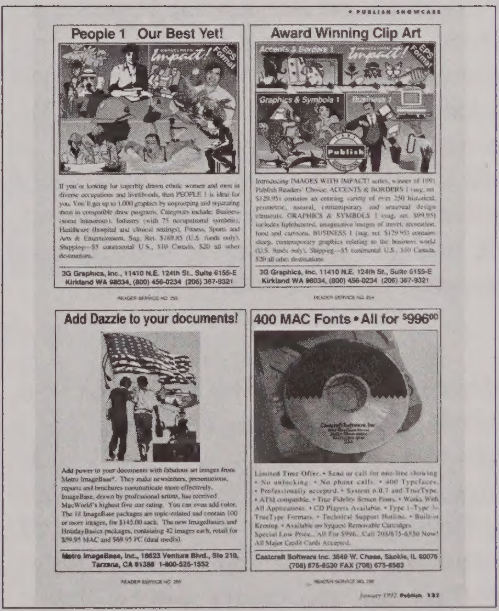
Trying to attract advertisers in the midst of a less-than-robust economy is a challenge for IDG publications worldwide. *Publish* has hit on a new formula for success: the "Showcase" display advertising section for new and existing products and services that features discount rates and an easy-to-use format.

The four-color, quarter-page ads are created in a standard template with a brief headline, product photo, up to 75 words of copy and the company name, address and phone numbers on the bottom. The Showcase section is in the back of the magazine, but there is a page reference for it in the table of contents.

"Even though these are recessionary times, the response has been good because advertisers are always looking for new ways to promote their products, and they can't always afford display space," said **Janet Engelbrecht**, *Publish*'s director of inside sales. "We also felt readers needed quicker access to detailed product information, and Showcase helps keep readers interested in the magazine."

One-time Showcase ads are $1,750, but clients get a 25% discount ($1,312.50) if they have a three-time contract and run a minimum of four ads. A quarter-page ad elsewhere in the magazine is significantly more expensive—$4,710 at the three-time rate. For an additional $250, *Publish* will also produce the ad using the client's slide or transparency.

Showcase has been such a success that Engelbrecht expects it to live on even after the economy improves. The section debuted in October on just half a page, and the March issue just closed with three-and-a-quarter pages of Showcase ads.



• PUBLISH SHOWCASE

People 1 Our Best Yet!

If you're looking for superbly drawn ethnic women and men in diverse occupations and livelihoods, then PEOPLE 1 is ideal for you. You'll get up to 1,000 graphics by ungrouping and separating them in compatible draw programs. Categories include: Business (some humorous), Industry (with 75 occupational symbols), Healthcare (hospital and clinical settings), Fitness, Sports and Arts & Entertainment. Sug. Ret. $189.85 (U.S. funds only). Shipping—$5 continental U.S., $10 Canada, $20 all other destinations.

3G Graphics, Inc., 11410 N.E. 124th St., Suite 6155-E
Kirkland WA 98034, (800) 456-0234 (206) 367-9321

Award Winning Clip Art

Introducing IMAGES WITH IMPACT! series, winner of 1991 Publish Readers' Choice. ACCENTS & BORDERS 1 (sug. ret. $129.95) contains an enticing variety of over 250 historical, geometric, natural, contemporary and seasonal design elements. GRAPHICS & SYMBOLS 1 (sug. ret. $99.95) includes lighthearted, imaginative images of travel, recreation, food and cartoons. BUSINESS 1 (sug. ret. $129.95) contains sharp, contemporary graphics relating to the business world (U.S. funds only). Shipping—$5 continental U.S., $10 Canada, $20 all other destinations.

3G Graphics, Inc. 11410 N.E. 124th St., Suite 6155-E
Kirkland WA 98034, (800) 456-0234 (206) 367-9321

Add Dazzle to your documents!

Add power to your documents with fabulous art images from Metro ImageBase®. They make newsletters, presentations, reports and brochures communicate more effectively. ImageBase, drawn by professional artists, has received MacWorld's highest five star rating. You can even add color. The 18 ImageBase packages are topic-related and contain 100 or more images, for $145.00 each. The new ImageBasics and HolidayBasics packages, containing 42 images each, retail for $99.95 MAC and $69.95 PC (dual media).

Metro ImageBase, Inc., 18623 Ventura Blvd., Ste 210,
Tarzana, CA 91356 1-800-525-1552

400 MAC Fonts • All for $996⁰⁰

Limited Time Offer. • Send or call for one-line showing • No unlocking. • No phone calls. • 400 Typefaces. • Professionally accepted. • System 6.0.7 and TrueType. • ATM compatible. • True Fidelity Screen Fonts. • Works With All Applications. • CD Players Available. • Type 1–Type 3–TrueType Formats. • Technical Support Hotline. • Built-in Kerning. • Available on Syquest Removable Cartridges. Special Low Price...All For $996...Call 708/675-6530 Now! All Major Credit Cards Accepted.

Castcraft Software Inc. 3649 W. Chase, Skokie, IL 60076
(708) 675-6530 FAX (708) 675-6563

January 1992 **Publish**

For more information about *Publish*'s Showcase ads, contact Engelbrecht at (415) 546-7722

Noteworthy !

PROMOTION

Young

World Update

Donald Young has been appointed operations manager/corporate services at IDG Headquaraters. In his new role, Young will be responsible for the reorganization and management of the IDG headquarter's facility, including management of the mailroom, organizing storage and space requirements for the entire HQ group, as well as monitoring purchasing, freight and leasehold improvements. In addition to these responsibilities, Young will continue to support President Walter Boyd as executive assistant.

NEW APPOINTMENTS

Information Strategy Group's new program manager for the Acquisition Management Service is **Alvin Young**, who recently served as an acquisition manager while a lieutenant colonel in the U.S. Army. Young has a BA in math from Tuskegee Institute and an MBA with a concentration in information technology from Alabama A&M University. He lists golf and tinkering with personal computers as some of his interests.

■ ■ ■

Macworld welcomes two new employees, **Kelvin Gee** and **Donna Deuell**. Gee, a subscription assistant, was formerly an assistant account executive with Foote, Cone & Belding. He has a BS in business administration from the University of California/Berkeley and enjoys graphic design, football, basketball and tennis.

Deuell, an administrative assistant, will be working on events and conferences. She previously handled sales, marketing and event coordination for Holiday Inn. Deuell has a BA in political science and international relations from the University of California/Santa Barbara.

■ ■ ■

Daniel Newell is the new customer service administrator for Industry Publishing. He most recently held a similar position with Snider/Newell, Inc. A graduate of California State University/Northridge with a BA in history, Newell's interests include reading, walking and collecting antique bottles and miniatures.

■ ■ ■

Computer Buying World welcomes **Patricia Kilgore** as a part-time accountant and bookkeeper. She was previously in a similar position with Estabrook and Co., Inc., C.P.A. Kilgore holds an undergraduate degree in business administration from the University of Massachusetts.

■ ■ ■

InfoWorld Test Center's new Database Technician, **Laura Wonnacott**, was previously a systems manager at Aguirre International, where she designed and implemented information systems for various U.S. embassies in Latin America and the Caribbean. She has a BS in medical science, with a minor in business administration and computer science, and an MS in public administration from California State University. Wollancott enjoys tennis and watersports.

The Test Center also welcomes Test Development Specialist **Dean Andrews**, who previously worked as a computer consultant. He has a BA in computer science from the University of California/Berkeley.

InfoWorld has hired **Suhail Kawar** as a technical support specialist for Atex, PCs and networking hardware. He most recently worked as a field service engineer in Amman, Jordan. Kawar has a BS in electronic engineering and enjoys swimming, listening to music and picnics.

■ ■ ■

Candace Murphy has joined the Information Systems department at IDG Framingham as a programmer analyst. She previously worked for DEC in post-sales software suport. A graduate of California University of Pennsylvania with a degree in computer science, Murphy enjoys mountain biking and trail/road running.

■ ■ ■

World Update

Wiedenbauer

The staff of Emerging Technology Applications in Framingham has grown to three with the recent addition of Administrative Assistant **Ellen Wiedenbauer**. She is serving as office manager and assisting Manager of Marketing and Client Services Ann Roskey with daily operations. Previously a marketing assistant with G.K. Hall & Co., Wiedenbauer has a BS in business administration from the University of Richmond and enjoys studio arts.

■ ■ ■

Michael Sly has signed on as the East Coast sales representative for *Publish*'s "Showcase," a new display ad section. He was previously an account rep for Microvideo Learning Systems. Sly has a BA from California State University/Chico and makes time for golfing, mountain bike riding and cooking.

Karen Weiss, a new telemarketer in the advertising department, joins *Publish* from FM Waves, where she was marketing director. Weiss has a degree in television and radio broadcasting from San Francisco State University and enjoys films, camping and sailing.

■ ■ ■

PC World welcomes **Anne Kandra** as assistant managing editor in charge of helping the managing editor implement and maintain copy flow with a Quark-based system. Kandra previously held the same position with M&T Books where she developed a new style guide. Kandra received a bachelors degree in music education from the University of New Hampshire and enjoys music and running.

CW, NW adorned with gold, silver and bronze

Although it wasn't the Olympics, IDG brought home one gold, two silvers and a bronze from last month's *MagazineWeek* Advertising Marketing Awards presentation in New York City.

Judges reviewed entries from designers, in-house agencies, public relations agencies and direct marketing firms, and chose those that best presented detailed, factual information in an appealing manner.

A brochure promoting advertising space in *Computerworld*'s annual *Campus Edition*, a magazine that reaches top students enrolled in nationally ranked computer degree programs, garnered the Single-Entry Direct Marketing silver award. According to Director of Marketing/Classified Advertising **Derek Hulitzky**, "The brochure targets campus recruiters and shows them how the *Campus Edition* gives them top quality response to their campus recruiting advertising."

In the Single-Entry Space Ad category, *CW* won a bronze award for an ad that read, "If you recruit computer professionals, we have their numbers." Appearing in Computerworld and other trade journals, the ad was developed to support the ongoing effort to sell recruitment advertising and targets recruiters hiring managers. The *Campus Edition* and recruitment ad creative teams included Vice President/Classified **John Corrigan** and Hulitzky who wrote the copy. *CW*'s Regional Recruitment Manager **Valerie Galbo** accepted the two awards.

"Through statistical tracking and market feedback, we know our marketing efforts successfully support our sales force and generate qualified leads. It's a fantastic bonus when their practical success is rewarded with recognition of their creativity," Hulitzky noted.

Computerworld also received a silver award in the Campaign Space Ad category. Marketing Communications Director **Mary Doyle** and Account Manager **Elizabeth Phillips** worked with Winston Advertising (Santa Clara, Calif.) to develop a three-part ad campaign that highlighted brand awareness, the purchasing power of *Computerworld*'s readers and *CW*'s advertisers as leaders in their market. The ads for the three-part series ran, respectively, "What's in a name?", "Our readers can be made to order" and "Isn't it about time you got the recognition you deserve?"

Network World was presented with the gold award in the Single-Entry Space Ad category for an ad that appeared in an advertising industry directory and read, "Once you see what's on our readers' shopping list you'll put us on yours." with a visual containing 65 products and services and the number of readers who plan to buy each within 12 months. Vice President of Marketing **Evilee Thibeault** said that the ad's message is that *Network World* readers buy more than networks, they buy all the products connected to those networks. Lexington, Mass.-based McClinchey and Paul handled the creative on the ad.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of January. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Joe Levy - *CIO*

TWELVE YEARS
Jonna Yager - WEC
Max Jaeger - IDG Australia

ELEVEN YEARS
Bonnie-Welsh Carroll - Lotus Publishing

NINE YEARS
Dee Clark - IDC

EIGHT YEARS
Lee Doyle - IDC

SEVEN YEARS
Maureen Rondeau - IMS

SIX YEARS
Elisabeth Deroff - IDG France

FIVE YEARS
Ann Mackay - *Network World*
Kathryn Mazzie - *Network World*
Rita Sukkestad - IDG Norway
Mark Hurlow - *Macworld*
Maxwell Fuller - IDG Australia
Christian Le Gall - IDG France

FOUR YEARS
Corrinne Cox - Lotus Publishing
Erica Baccus - MSD
Michelle Lajeunesse - IDG HR
Paul Young - LINK Resources
Ulrike Pape - IDG Germany
Eben Townes - ISG
Janet Botazzi - IDC
Margaret Scullion - IDC U.K.

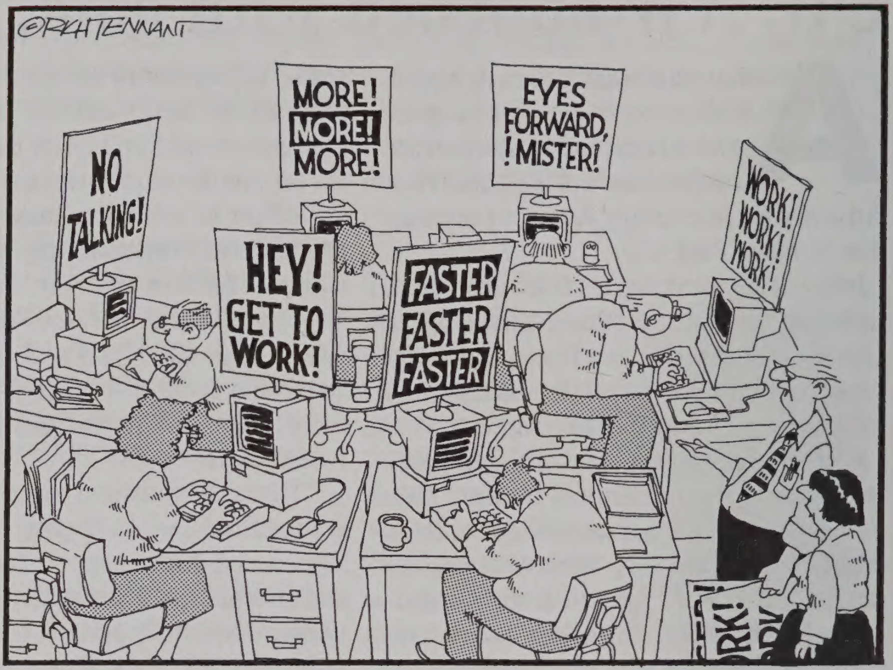
THREE YEARS
Marcy Geller - Lotus Publishing
Dorothy Cronin - IDG
Miriam Karlin - IDG
Amy Fellows - IDG
Andy Rowe - *Computer Buying World*
Mary Fran Kirchner - ISG
Denise Elkins - IDG Australia

TWO YEARS
Nicole Kassel - IDGHQ
Joan Gladieux - ISG
Glynnis Mileikowsky - ISG
Amanda Patrick - IDG Australia

ONE YEAR
Bill Gollan - *Computer Buying World*
Jonathan Cohler - *Computer Buying World*
Jane Fitzwilliam - *Federal Computer Week*
Frank Surena - IDG France

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Joanne Boiardi will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.


©RICH TENNANT
NO TALKING!
MORE! MORE! MORE!
EYES FORWARD, ! MISTER!
WORK! WORK! WORK!
HEY! GET TO WORK!
FASTER FASTER FASTER

"We tried subliminal messages on their PCs but that didn't work, so we took a more direct approach."

- Joanne Boiardi, CW Publishing

HONORABLE MENTIONS:

"Now, if only a customer would call..."
- Tom Moran, *Macworld*

"...and this we learned at our last visit to the Burma Shave World Test Center."
- Dave Taylor, *SunWorld*

"It's been like this ever since Pat asked for our help staffing the new InfoWorld Alaska from within."
- Vic Kline, *InfoWorld*

"As you can clearly see, here at Ziff we have implemented many staff development programs..."
- Tom Mathews, IDG Corporate Human Resources

"See, this is why they gave my department an increased budget so I could upgrade the 286 PCs to 386!"
- Suresh Sood, IDC Australia

"They only do this when Pat McGovern comes by with their Christmas bonuses."
- Elie Goldstein, *InfoWorld*

IDG *World Update*

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IW Test Center's excellence shines through

- PAGE 3

Publication staffs write for readability

- PAGE 4

Swedish IS manager trades music for modems

- PAGE 6

IDG World Update

VOLUME 22, NUMBER 4

JANUARY 27, 1992

technology

tech•nol•o•gy\-je\n, 1: technical language 2 a: applied science b: a scientific method of achieving a practiced purpose 3: the totality of the means employed to provide objects necessary for human sustenance and comfort.

Special issue on technology

Every day, IDG operating units around the world carry out a dual role: as users of technology as well as providers of information about technology. This week, IDG World Update *looks at how employees with varied responsibilities view technology and how they use it in the workplace.*

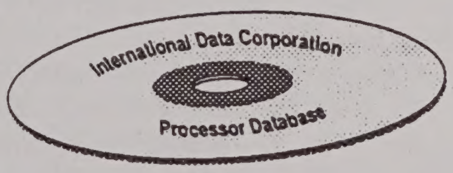
ETA introduces new product line

IDG's Emerging Technology Applications (ETA) division has unveiled a new product line of CD-ROM databases designed to give IT executives ready access to IDG's global information resources. Called EnterpriseComputing, the new database line reinforces IDG's leadership role in combining technology with information on technology.

EnterpriseComputing helps marketing and sales executives compete in today's fast-changing $307 billion IT arena by giving them access to up-to-the-minute information—from industry trends and forecasts to customer leads, site profiles and competitive product information.

The line was formally introduced to, and generated much interest among, IDG executives and more than 90 key clients at the IDG Global Summit in Arizona held earlier this month. It will also be demonstrated at this week's ComNet show in Washington, D.C.

Currently, the EnterpriseComputing product line is being developed in partnership with various IDG business units and includes 11 databases, each focused on a key IT industry sector or technology area covered by IDG editors, researchers and market analysts. The databases feature a mix of IDG-sourced information, from news briefs to IDC market and trend reports to detailed customer site profiles. Both historical and current market intelligence is incorporated into the programs. Customer contact information can be easily accessed through an electronic transfer feature and used in direct marketing campaigns.



The IDC processor disc is one of the eleven databases in the new ETA product line.

The 11 EnterpriseComputing databases operate independently or can, through a "cut and paste" feature, can be merged together with customer information to create a new CD-ROM data disc specific to a company's needs. According to ETA President **Paul Earl**, the division will soon have the ability to do more and more of the customization in-house. "We'll have more control so that we can react much quicker to client needs," he said.

The new line supports advanced data retrieval and linking features that allow marketers to locate information through structured queries or "wild card" searches. For maximum flexibility, data can be

- SEE PAGE 2

ETA

- FROM PAGE 1

searched by any term or combination of terms—by corporation, number of installed PCs, product description and more. In addition, links to established on-line services such as Nexis and Dialog provide even broader data retrieval capabilities.

Software features also allow for selected information to be easily exported from the databases into industry-standard personal computer spreadsheet, database, word processing or presentation applications. Users can merge IDG-sourced data with their own proprietary information for additional analysis used in sales forecasting, product development strategies and overall marketing communications planning.

A NATURAL EVOLUTION

"Working with CD-ROM technology has been tremendously exciting," Earl said, noting that he'd had virtually no exposure to the medium before starting ETA last year. "My previous experience with on-line services, database development and the delivery of information products to clients was key to understanding what was needed. A CD-ROM-based system is a natural evolution from previous approaches, given the large amount of information and the wide variety of data types across IDG."

All the database products use a data retrieval system based on core software from Dataware Technologies, Inc. in Cambridge, Mass. Earl said virtually all of the users have been impressed with how simple the menu-driven system is to learn and use. It is designed with help screens, and ETA provides clients with training, telephone support and written documentation when necessary.

Earl and ETA Manager of Marketing and Client Services **Ann Roskey** have been busy not only introducing ETA products to prospects but also to specific IDG operating units. These include the IDG Research Services division as well as:

- **IDC**. The IDC Research Database is being installed in IDC offices in Framingham, Mountain View., Calif., and London. It is also being beta-tested at 45 major IDC client sites. The first update is due April 1.
- ***Computerworld***. Both *CW* disks are running on *CW*'s internal network, saving the publication an estimated $5,000 per month in on-line hookup charges once fully implemented. They're used primarily by the editorial and marketing staff.
- ***Network World***. *NW* disks are currently available internally on DOS-based systems and Macs. The information will also be used on notebook computers in the research divisio and two sales offices, primarily for marketing and sales support.

Demonstration products on diskettes are available for review by any interested IDG employees. The first is more content-oriented and allows the user to browse through selected information on nine databases. The other is a tutorial on how the system works, using information from one database, Enterprise Networks.

For more information, contact ETA at (508) 879-0006 or at fax (508) 820-4396.

The EnterpriseComputing line-up currently includes:

IDC Research Database
Two years of research covering 51 programs. Includes 1,200 IDC market reports, 1,500 competitive company profiles, special industry analysis and more than 7,000 data tables and market forecast graphs.

IDC Processor Database
Provides information on 800 manufacturers, 5,100 product models, product shipments and installed base.

***Computerworld* Market Database**
Features more than 16,000 *Computerworld* articles from 150 issues published over a three-year period and includes 500 graphs of industry forecasts and IT product features.

***Network World* Market Database**
Compilation of 5,000 articles and full magazine text of 100 issues published over two-year period. Also covers industry forecasts and networking product information through more than 250 graphics.

LINK Resources InformationBase
In-depth analysis of the information industry segmented into nine categories. Includes 150 IT industry reports and 1,500 forecasts and graphics covering a three-year time span.

***Network World* Networking Database**
Includes "plan to buy" data across 75 IT product categories and market data on installed base of IT products in 30 categories. Data culled from surveying 150,000 *Network World* subscribers at 74,000 locations worldwide. Includes company, network and key subscriber information.

***Computerworld* Systems Database**
Site profiles on 90,000 locations, including details on more than 150,000 systems and millions of PC configurations. Details peripheral equipment currently in use and features 300,000 key industry contacts.

***Computerworld* Distributors Database**
Comprehensive look at the value-added reseller marketplace with 5,500 profiles. Also includes information on thousands of vendors and IT products listed by application or industry.

***Computer Buying World* Direct Buyers Database**
Information on 130,000 direct IT product buyers, including "plan to buy" data across 30 categories, comprehensive demographic and budget information.

Available soon: TISC Research Database and InfoWorld Market Database

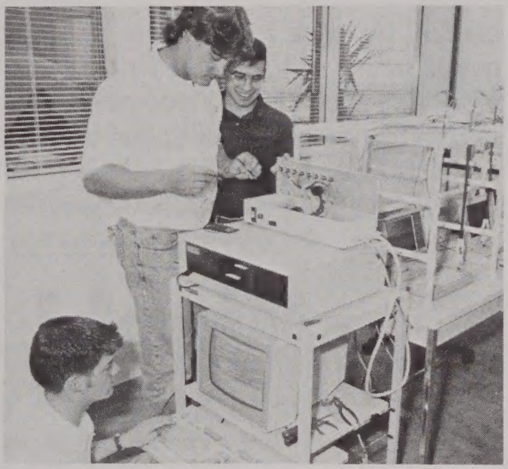
Test Center harnesses horsepower and brainpower

Perhaps the most concentrated array of high-tech equipment—and technological brainpower—in any IDG office lies within the 5,000 square foot InfoWorld Test Center in San Mateo, Calif.

The facility, under the direction of **Lauren Black**, contains a software library of more than 2,500 titles, 100 computers of all shapes and sizes and four complete 24-node local area networks to evaluate both hardware and software networking products. More than 1,000 separate high-tech products are scheduled to be tested in 1992.

Product comparisons and individual test results are published each week in *InfoWorld*, uploaded to the IDG News Service and reprinted in numerous IDG publications worldwide.

"The test center is a major factor, perhaps the single biggest factor in *InfoWorld*'s success over the past few years," said *InfoWorld* Editor **Ed Foster**. "It's solidified our position in readers' minds as the most objective source of product evaluation."



Gerry Zager

Test Center staff (from left) Greg Smith, Pat Lyons and Bob Garza inspect the laptop battery tester.

InfoWorld's appeal can be traced to the fact that it is both a newsweekly and a serious reviews publication, Foster added, while most of its competitors are either one or the other.

One of the test center's newest devices evaluates the lifespan of batteries for laptop and notebook computers. According to Black, the test center is the first to develop this type of machine and the first to carry out such extensive tests for the batteries. Test Center Technician **Patrick Lyons** developed the hardware and Senior Test Development Specialist **Greg Smith** created the software for the machine, whose moving parts are controlled by robotics. Virtually all of the test center's 21 staff members contributed during the four-month development process.

The test center's reputation for excellence has earned it a place on the board of the Business Applications Performance Corp. (BAPCO), an industry consortium founded last year by Intel, IBM, Dell and NCR. The 12-member group is developing a standard set of application-based benchmarks, and *InfoWorld* was invited to be involved from the start since it was the first test center to take a "real world" approach to product testing. It is currently the only publication on the BAPCO board.

Analysts, editors share ways of staying on top

Keeping up with the rapid pace of technological changes can prove a formidable challenge for editors and analysts alike.

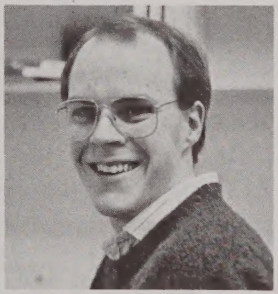
Both readers and clients want to know what the future holds, and, short of a crystal ball, editors and analysts must find other ways to stay on top of cutting-edge technology and predict how the future is being shaped.

Editors and analysts employ a variety of means to help them keep up. These include constantly talking to clients, users, vendors and consultants, sharing information, forming close relationships, word of mouth, reading everything from software and hardware manuals and newsletters to newspapers, surveys, readers' reports, case studies and trade publications as well as attending conferences and trade shows.

However, each person also has a personal approach. While IDC's PC Pricing Analyst **Brian Clark** checks the PR Newswire and Businesswire that is posted in the IDC library *Computerworld* staff writer **Chris Lindquist** is busy roaming electronic bulletin boards, and spending time in *CW*'s computer lab.

Clark also noted that the lunch room is a good place to pick up hot tips. "After a tip has been passed, I'll gather raw data and add some value-added analysis. Then I'll try to beat out the publications by getting out a fax flash within two hours." The noon hour is also a favorite at *Network World*, where the staff gathers for educational lunches every few months with guest speakers who offer the latest industry news and trends.

According to IDC Manager of High Performance Research **Debra Goldfarb**, the tiny supercomputer industry depends upon every ounce of information, knowing who to contact to get that information and making it go a long way. Through contacts, Goldfarb was able to reach a man at the National Science Foundation who gave her an invaluable research contact—one of the industry's leading experts who tracks high speed development in the labs at the Office of Naval Research in Tokyo.



Lindquist

World Update

Unlike the supercomputer industry where scientists are eager to communicate and everyone is willing to return phone calls, PC vendors are far less forthcoming. Desktop Computing Consultant **Wendy Weinstein** spends much of her time trying to gain vendors' confidence and getting them to talk about future projects. Generally, she said, vendors are reluctant to share information with an analyst because they fear the information might be passed to clients.

And across the Pacific, **Yoshi Kawashima** at IDC Japan pays close attention to computer-related ads noting that they can offer invaluable information on industry trends.

IDG pubs work to create the right technical tone

Every week around the globe, IDG publications bring the latest in technological advances to readers' fingertips, writing about complex subjects in a way their audiences can understand.

CIO's Editor-in-Chief **Marcia Blumenthal** has to make sure that the magazine's audience, which consists of top IS executives, receives information on how technology will help them tap their customers but not the nuts-and-bolts bits and bytes aspects of technology.

CIO looks at both existing technology and new technologies and how they can benefit an organization. "We aim at helping people obtain information on using the technology, particularly when it might change their organization dramatically. We really look at the people side of technology," Blumenthal said.

Due to their high corporate standing, there is an assumption that *CIO*'s readers can handle technical talk since they have made there way up through the ranks and are basically technology savvy people, she added.

At *Computerworld*, Staff Writer **Chris Lindquist** said that he tries to stay away from very technical details, noting that *CW* is oriented toward an MIS manager, not a "get-your-hands-dirty programmer." Some technologies can be particularly difficult to describe in simple terms, he said, such as computer-aided software engineering. "Large issues such as client/server issues are also tough to keep up with. It can also be fun, though, trying to figure how everything connects with everything else. As reporters, we tend to concentrate on a certain technology and sometimes it's hard to learn a new field," Lindquist said.

At *SunWorld*, editors immerse themselves in the difficult realm of Sun Microsystems' technology so that they can explain it easily to readers. The writers feel the trick is to answer the right questions that are being asked in the industry as well as continually recognizing that readers read the magazine to find out what products to buy, how to use those products, and the underlying technologies that they are working with.

East Coast Features Editor **Bill Kennedy** noted, "These are the technical details that we use to either answer the question or support the arguments/analysis of the circumstances."

In fact, *SunWorld* has launched a readership campaign whereby on a monthly basis, editors will randomly select readers from the mailing list and call to see if they are being too technical or right on target.

Kennedy also finds that contacting people who have written about the technology is helpful. By speaking to the them, *SunWorld*'s writers can better understand the technology and then write in a language that is understandable by the audience. At times, Kennedy seeks out industry specialists who are not necessarily authors and asks them to apply their knowledge and works with them to get that information into *SunWorld*.

According to Kennedy, the tone of the articles is slightly above the average user, simply because the editors want to challenge those at the lower levels to think and try to understand the technology.

NetworkWorld's Editor-in-Chief **John Gallant** said the staff spends a lot of time deciding what's a priority, because the editors have to educate each other about the highly technical content. "This field has a lot of specialities, and there are subjects that very few people in the country know much about. There's a challenge for reporters to learn what few people know, and it's a challenge to find good sources. We try to convey scarce information in a way people can learn from [it], he said.

Network World writes about what the readers need, rather than what's the latest "hot" technology. Vendors, he said, prefer to push the latter. "It's important not to get too far ahead of the readers in terms of what they need. Still, you have to lead them a little bit to see what the future holds," Gallant added.

Editor-in-Chief at A+ Publishing **Dan Muse** determines the technical level for *inCider/A+* and *PC Games* through a combination of quantifiable research, letters, instinct, telephone conversations and attendance at conferences and trade events.

inCider/A+ is aimed at home and school users of Apple II and Macintosh computers. "While educators account for about two thirds of our readership, we don't specifically address education issues," Muse said.

"Rather, we focus on the products educators use. For years, Apple II was the *de facto* standard in schools. However, recently Apple has been successful in introducing the Mac, particularly the LC, into the classroom. For that reason, Mac coverage was added about a year ago."

PC Games covers the disk-based entertainment market, games and home-education products for MS-DOS, Windows and multimedia PC systems. As the entertainment market continues to evolve, coverage of CD-ROM products is expected to increase.

"We're also watching CD-1 to see if that platform fits the demographicsof the *PC Games* audience," Muse noted.

The fact that a user has decided to spend money to read the publications tells Muse that some technical knowledge exists. "However, since we gear our editorial to consumers, we have to be careful not to assume too much," he cautioned.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK January 27, 1992

[illegible]e Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

CONSULTING PRODUCTION & MARKETING COORDINATOR (IDC)

Responsibilities for this position with IDC Consulting will include production of Consulting reports and proposals, assistance in development of marketing materials, maintenance of prospect databases, management of direct mail campaigns and other administrative duties. Position requires a strong working knowledge of Microsoft Word, Pagemaker, File Maker and Persuasion. Candidate should be detail-oriented, possess a typing rate of at least 50 wpm, and have the ability to work under demanding deadlines.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	**IFW**	InfoWorld Publishing Corp.	San Mateo, CA
BCP	Business Computer Publishing	Peterborough, NH	**IMI**	Integrated Media, Inc.	San Francisco, CA
CBP	Computer Buyers Publishing	Wakefield, MA	**ISG**	Information Strategies Group	Vienna, VA
CIO	CIO Publishing Corporation	Framingham, MA	**LPC**	Lotus Publishing Corporation	Cambridge, MA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	**MAC**	Macworld	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	**MPC**	MPC World Magazine	San Francisco, CA
DNP	Digital News Publishing	Boston, MA	**NWW**	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	**NXTW**	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	**PCW**	PC World	San Francisco, CA
[illegible]PI	GamePro Publishing, Inc.	Redwood City, CA	**PUB**	IMI - *Publish!*	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	**SWP**	IMI - *SunWorld*	San Francisco, CA
IDG	International Data Group	Framingham, MA	**TISC**	Tech. Investment Strategies Co.	Framingham, MA
IDG/B	IDG Books	San Mateo, CA	**TMG**	Tech Media Group	Peterborough, NH
IDG/P	IDG Peterborough, NH	Peterborough, NH	**WEC**	World Expo Corporation	Framingham, MA

Job Opportunities

Revised: January 27, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Associate Research Analyst	Research Svcs., Natick, MA	J. Aschenbrand	(508)879-0700
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	D. Young	(617)534-1205
IDG	Financial Analyst	Boston, MA	S. Perry	(508)935-4407
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	List Services, Natick, MA	M. Cornetta	(508)935-4734
NWW	East Coast District Manager	*NetworkWorld*, East Coast	S. Perry <or> D. Mahlmeister	(508)935-4407 (708)827-4433
NWW	Senior Editor	*NetworkWorld*, Framingham, MA	J. Gallant	(508)875-6400
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Production & Marketing Coord.	IDC Consulting, Framingham, MA	T. LeBlanc	(508)935-4324
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, San Francisco, CA	B. Corry	(508)935-4416
ENP	Circulation Coordinator	*Electronic News*, New York, NY	D. Foster	(212)326-2617
ENP	News Correspondent	*Electronic News*, Irvine, CA	J. Lydon	(212)887-8316
ENP	Mid-Atlantic Regional Sales Mgr.	*Electronic News*, New York, NY	K. Beach	(215)964-4193
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Asst. Test Development Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
PCW/MPC	Circulation Manager/Director	*MPCWorld*, San Francisco, CA	J. Epstein	(415)281-8658
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor	*PCWorld*, San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld*, San Francisco, CA	R. Marino	(415)978-3383
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	C. LaCasse	(415)374-0555
CWPI	Marketing Communications Coord.	*CWPI*, Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	(508)935-4396
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Receptionist/Secretary	*GamePro*, Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200

IS managers plan to network among themselves

For a number of IDG information systems managers in the U.S., networking will be the theme of this week's ComNet show both on and off the exhibition floor. The Washington, D.C. event will also be the site of the first formal session of the IDG IS Managers Working Group.

A few East Coast members of the group first got together at *Network World* in early December to determine if a regular gathering of their colleagues would be worthwhile. It quickly became apparent that in addition to interest in general information-sharing, it was important for users who tie into the VAX system at IDG's Framingham office to understand how their connections and upgrades might affect another group's link to the system. The VAX is the nerve center for IDG's accounts payables, the OMNI system that handles advertiser billing, insertion orders and receivables, and the general ledger system that balances it all.

According to IDG IS Director **Nancy Newkirk**, the group's members also discovered they have to become familiar with each other's terminology. "What I call a 'hub' another person might call a 'connector,' because every vendor has different terms to try and make their products unique. When I came to IDG a few months ago, I didn't understand that the term 'twisted pair' [a type of wiring used on networks] was the same as '10-based T,' the reference we used when I was with D&B Software."

ENHANCE COMMUNICATIONS

The group has established a bulletin board on IDG's BusinessTalk Email system as the first step in enhancing communication among all members of IDG's various IS departments.

Participants in the two-and-a-half day session in Washington include Newkirk and **Kevin Burns** (IDG), **Wally Clegg** (Integrated Media/*PC World*/*Macworld*), **Jeff DeBalko** and **Nancy Durlester** (*Infoworld*), **Tom Peacock** (Computer Buyers' Publishing) **Jeff Pennett** (*Network World*) and **Allan Towl** (*Digital NEWS*). The group will define its goals, plan topics for future sessions, share network diagrams to understand the environments in each office and discuss future equipment needs and the prospects for exercising group purchasing power to negotiate better prices.

Future meetings, which will be held roughly twice a year, will be structured around one or two topics, and chaired by a different manager each time. According to Pennett, a "real cameraderie" has developed among the IS teams, and the group is eager to learn more from each other to help their own business units.

What's on your technology wish list?

I would like to have a system whereby I could insert my editorial comments — but have them inserted above the line and easily discernable. Although Email offers convenience of response and is a good thought-collecting tool, I would also like to have teleconferencing capabilities. It allows you that real-time link with human interaction. Have an Email that can include a graphic of yourself with voice annotation. These systems are already available on the SUN but are time consuming and, unfortunately, very expensive.
Bill Kennedy
East Coast Features Editor, *SunWorld*

Right now I'd rather see better use of the technologies that already exist. I would like to see every computer sold with a built-in CD-ROM drive and some type of genlock or video-overlay card. It's great to see good CD-ROM-based software for home and school finally available, but it's hardly a new technology. It's interesting to examine why some technologies catch on faster than others.
Dan Muse
Editor-in-Chief, *inCider/A+*

Artificial intelligence that would gather the newswires around the world and search out and flag the information pertaining to *Computerworld*. It would also be nice to have artificial intelligence that actually takes the mundane things that our staff has to do, such as research, and make it transparent so that writers and editors could have resources instantly available without having to go through a constant back and forth method.
Paul Gillin
Senior Editor, *Computerworld*

I'd like to have a program where you could see the image of the person you are talking to and vice versa. And, at the same time, you could pull up a document that both people could work on simultaneously. It would help in teleconferencing and cut down on the travel from the bureaus to the headquarters.
Ed Scannell
Boston Bureau Chief, *InfoWorld*

Just for fun I would like to have a virtual reality system that I could relax with during my lunch hour. I would also like to have all the equipment tat is required to edit the tapes that we send over to the television station for the *GamePro* television show, and hey, how about a cure for the common cold?
LeeAnn McDermott
Editor-in-Chief, *GamePro*

Swedish IS manager trades notes for networks

To those of us who would no sooner look inside a computer than run a marathon in the Sahara Desert, our colleagues who handle the office's networking and other IS needs are magicians. We imagine that the secrets of technological wizardry have been instilled in them since birth.

In reality, IDG's information systems managers develop their expertise in a variety of ways. While many take courses and earn a degree in the field, others come to the IS department through a more circuitous route.

Before he emigrated to Sweden in 1982, IDG Sweden's IS Manager, **Andres Pöldroo**, was a guitar teacher at a music school in Tallinn, Estonia, and played in a '50s-style rock-and-roll band. His first contact with computers came in 1987 when he began working at IDG Sweden in the advertising department. "I didn't even know what the letters 'PC' stood for," Poldroo recalled with a laugh. That was soon to change.

World Update

From the time he walked in the door of IDG Sweden, Pöldroo has spent his time exploring ways to improve the office's computer system.

Without taking any computer classes, Pöldroo had read enough about programming in six months to begin devising an improved sales tracking system. "Previously, we didn't have a network, and we needed a central database so that the sales staff could share information," he said.

At that point, Pöldroo asked to be transferred from advertising to full-time programming duties. "I found a sort of parallel between computers and my previous profession in music. It's creative work, a bit similar to the way we worked in the recording studio producing and arranging songs."

IDG Sweden had purchased a system from another company, but that didn't meet the group's needs. Pöldroo started to develop his own codes, and he's currently on the fourth version. "Mainly I've tried to add more analysis," he said. "It's not an easy task, but I've tried to make the program more intelligent, so it can analyze the customer's situation and give hints to the salespeople." Each terminal even has built in sounds to celebrate a sale or mourn a customer's departure.

SYSTEM FOLLOWS EMPLOYEES

Not long ago, one former IDG Sweden salesperson took a job with *Elle* magazine and found that he just couldn't work effectively without Pöldroo's system. As a result, *Elle*'s Swedish office bought the system, and several of the magazine's other international offices are also interested. In addition, IDG Sweden is working on a means of marketing the system to other non-competing publications.

The sales tracking system is just one part of the IDG Sweden computer system Pöldroo has designed. The other main parts are the invoice administration and statistics program, the editorial program, and a central program for employee information, internal reports and phone lists, all of which are integrated by the network and functioning as a whole.

The editorial database has its own companies and contact person register, data products register, general calendar and agenda. "We also collect articles from IDG Newsnet via modem each morning and save them in a special database. It has several search functions and our editors find it very useful. It also diminishes our costs of being connected to the IDG Newsnet database by telephone. All these programs have an integrated internal Email function," Pöldroo said.

Pöldroo has kept busy as IDG Sweden has grown from 30 to 80 employees during his tenure. Earlier this month, **Jean Bergström** began working as his assistant. According to Pöldroo, it's been a challenge to keep up with a growing staff but also "very exciting" to work with new products and programs.

> ***"I found a sort of parallel between computers and my previous profession in music. It's creative work, a bit similar to the way we worked in the recording studio producing and arranging songs."***
>
> **-Andres Pöldroo**
> *CW Sweden*

Someday, Pöldroo would like to do some teaching and share the knowledge he's gained with others. In the meantime, his co-workers aren't shy about making suggestions for new ways he can tinker with the company's computer systems. "The work never ends!" he said.

General Manager **Bengt Marnfeldt** is quite pleased that Pöldroo has made the switch from notes to networks. "Andres is extremely valuable to the company. He works quickly and loves to develop new features on the system. He takes care of everything, and we never have to bring in a consultant."

Technobabble?

In its first issue of the new year, *SunWorld* resolved to help its readers keep up with language finding its way into—and fading out of—the IS lexicon. A partial list of the words compiled by former *SunWorld* editor-in-chief John Barry appear below.

Out	In
Code	Object
Computer literate	Proficient
Consortium	Alliance
FDDI	CDDI
Functionality	Features
Graphics	Visualization
Groupware	mulrimedia
GUI	Desktop manager
Immediate availability	Vaporware
Knowledge worker	Information architect
Master-slave	Client-server
Minicomputer	Enterprise server
Notebook, laptop	Nomadic device, pentop
Third party	Partner
Virtual reality	Simulation
Workstation	Advanced system
X.25	Frame Relay

Editors offer tips on bringing multimedia to the masses

IDG has two new publications that are riding the wave of multimedia technology. While each targets a slightly different audience, staff members at both publications are learning how to educate readers about a new technolgoy.

The San Francisco-based *MPC World*, which debuted earlier this month, targets primarily home users with IBM-standard PCs. *Publish World*, launched by IDG Norway last fall, covers multimedia as well as desktop publishing.

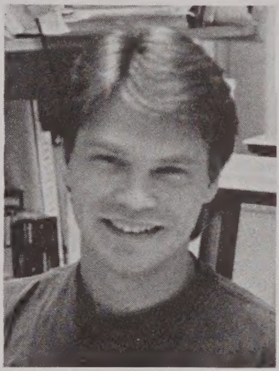
MPC World Editor-in-Chief **Sandra Rosenzweig** and *Publish World* Technical Editor **Tom Helge Berglie** offered their thoughts on introducing readers to multimedia.

Rosenzweig Publish

Rosenzweig: The primary challenge is to satisfy the early adopters while luring in the people who haven't ever taken the top off a computer. Right now we have to walk people through fairly inconvenient things about installation. We can't get too technical, though, because even the "tekkies" aren't too motivated to read about benchmarks at home. We're trying to create a balance and tone in the magazine that implies a trend toward a consumer magazine.

Our goal is to make the magazine 2/3 title reviews and 1/3 information on hardware. Right now the balance is more toward hardware, but as the technology becomes easier to install, and more titles become available, *MPC World* will be 2/3 *Rolling Stone* and 1/3 *Stereo Review*.

We're trying to create an introduction to the technology and show how it will change your life. Every story asks this. We're also defining multimedia fairly broadly so we can tie into many aspects of people's lives: working, learning, playing and creating. [To make the articles appealing to a variety of readers] we've captured stylish writers, people who aren't computer writers but do a lot of on line work and know a lot about technology.


Berglie World Update

Berglie: First of all *Publish World* tries to *be* what we write about. Only by using the technology ourselves can we educate our readers about the possibilities of new technologies.

We target professional users in any branch of multimedia, be it movie and videomakers, graphic designers, journalists, typographers and others. We can't assume that our readers are particularly interested in computer technology; some even still seem to fear it. Our task is to point out which new electronic tools exist, explain what their potentials are and provide step-by-step guidance on how to start using them.

On the other hand, specific technical information can't be totally ignored, either. For instance, while introducing our new CD-ROM review column I found it necessary to explain the possible complications concerning the PC's internal hardware addressing system when installing option boards. I split the story in two parts, separating the hardware stuff from the main issue: why should the reader even consider purchasing a CD-ROM player?

To find out whether or not our audience understands us, we talk to those who call in with comments and also meet with 10-15 selected readers soon after each issue is published. Apart from the spontaneous feedback this gives us, it's also a great opportunity to discuss multimedia trends with people in the trade.

Do-er's profile

Jack McDonough

PROFESSION: Manager of Information Systems, *Network World*

HOME: Waltham, Mass.

JOINED IDG: February 1986

BEST PART OF YOUR JOB: Constant change

MOST CHALLENGING PART? Servicing user needs and requests

INTERESTS: Travel, Tai Chi Chi Quong (a form of martial arts), collecting art, and studying the traditions, religions and philosophies of the world

FAVORITE VACATION DESTINATION: Egypt

DREAM VACATION: Outer space

SOMETHING YOU CAN'T DO BUT WISH YOU COULD: Play the piano

SOMETHING YOU DO BUT WISH YOU DIDN'T: Eat sweets

FAVORITE QUOTE: "If you're not busy being born, you're busy dying."—The Rolling Stones

WHAT HISTORICAL FIGURE DO YOU MOST ADMIRE? Leonardo da Vinci

FAVORITE MUSICAL GROUP: The Moody Blues

World Update

MANAGER'S PROFILE: "Jack is an extremely conscientious and caring individual with an eye for accuracy and detail. These qualities have proven invaluable in the installation and support of *Network World*'s cutting-edge technology. On a personal note, Jack is the type of friend who will never let you down."

IDG *World Update*

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David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 150 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDG pulls off picture perfect Global Summit
- PAGE 2

***SunWorld* alters editorial focus, opens test center**
- PAGE 4

IDC Germany issues European conference schedule
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 5 **FEBRUARY 3, 1992**

MSD hosts Global Summit

IDG's Marketing Services Division hosted the first worldwide marketing conference—The IDG Global Summit—in Carefree, Ariz. Jan. 16-18 for the presidents and vice presidents of IDG's largest customers.

After a welcome address from IDG Chairman **Pat McGovern**, the first day's highlight was an interactive discussion by Sid Diamond, CIO of The Black and Decker Corp., about the implications of new customer purchasing patterns and how computer vendors can market more effectively to large customers.

The highlight of day two was a rousing discussion and debate on international distribution issues. Attendees contributed comments as CEOs or marketing vice presidents from Symantec, Microsoft, Supermac, Zeos and other companies and international distributors from Australia, U.K., Brazil and France discussed such issues as the hottest development areas and top international markets for products, managing channel policies across pan-European markets and what measures each side employs to curtail gray marketing.

Day three dealt with international advertising, marketing and media, with a presentation by MJP Carat Ltd.'s Michael Jarvis, who also examined cultural differences in the industry by showing sev-

-SEE PAGE 7

MSD

(From left) IDG Research Services' Kathy Dinneen, Everex's Vaughn Hysinger, *Federal Computer Week*'s Ken Kaplan and Everex's Mark Marlow enjoy a break at the Global Summit.

IDG signs up third African publication

IDG has entered the fast-growing East African market by signing a license agreement with *East African Computer News*. The publication is IDG's third on the African continent in less than a year, following Nigeria and Egypt.

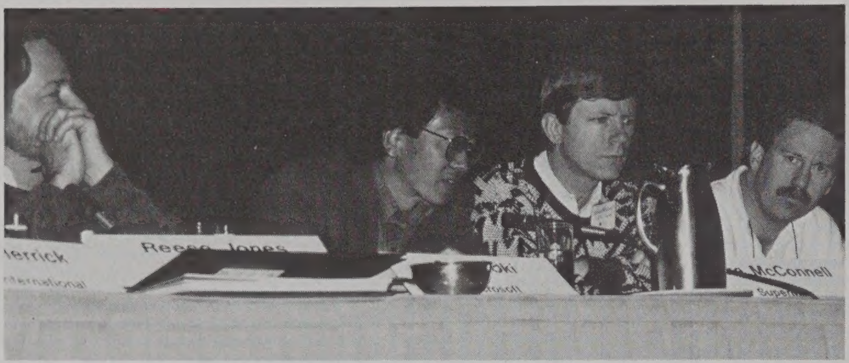
"I am just very excited about this opportunity," said **Dr. Crowther Pepela**, publisher of *East African Computer News*. "It is time for us to really grow, and IDG can help us to do that."

East African Computer News, published in Nairobi, Kenya, is a seven-year-old monthly magazine that covers the entire IT market from top to bottom. The publication currently reaches 4,000 readers, largely in Kenya. However, by serving the growing IT communities in neighboring Uganda, Tanzania, Rwanda, Burundi, Zaire and Somalia, circulation is expected to reach 10,000.

The launch of the new relationship was marked with a seminar in Nairobi attended by approximately 35 members of the local IT community. Dr. Pepela spoke about the Kenyan IT industry and his goals for serving it in partnership with IDG. IDG International News Group President **David Hill** spoke about the global IT market-

-SEE PAGE 4

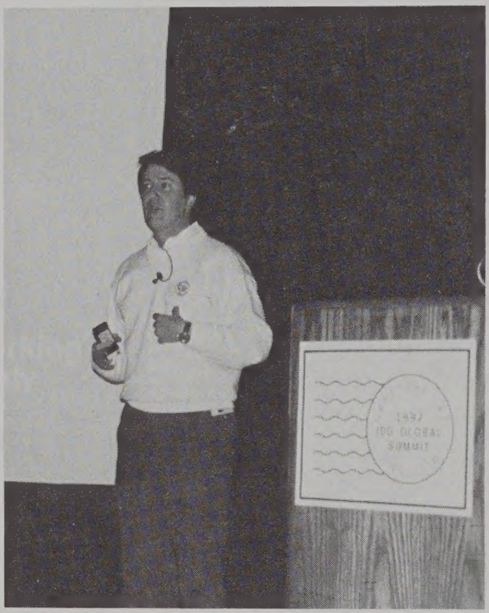
Up, up and away with IDG's Global Summit



(From left) Farallon's Reese Jones, Microsoft's Scott Oki, Supermac's Mike McConnell and Traveling Software's Mark Eppley serve as panelists on the distributor/vendor roundtable discussion.

Toshiba's Howard Emerson (L) discusses implications of marketing globally with IDG's Pat McGovern.

Oracle's Marc Benioff (L) explores international marketing issues with MSD's Frank Cutitta.



MSD's Kelly Conlin introduces the "Buying IT in the '90s" presentation.

***EN*'s Joel Novak (L), Anderson & Lembke's David Yoda and *CW*'s Gary Beach share plans for the IDG golf tournament.**

A true global view of the IDG Summit.

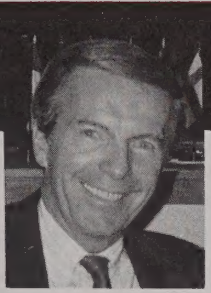
Foote, Cone & Belding's Dave Hunter (L) and Dave Clausen bid adios to Ziff-Davis.

(From left) Chiat/Day's Kelly Greene, TFB's Bob Fultz and Lotus Publishing's Mark Flanagan before the gala dinner.

All photos by MSD staff

On line

ASK BILL



Q Does IDG allow employees to refinance an ESOP loan? If not, any suggestions on how to lower the interest rate?

A Loans from the ESOP are fixed-term loans at a fixed rate written over a five-year period; they cannot be refinanced by the ESOP. In this period of declining interest rates it might be advisable to refinance an ESOP loan by way of a home equity loan or personal loan, depending on the interest rate differential.

Q What is IDG doing to protect its investment in Moscow?

A Let me first set your mind at ease by stating that our total investment in the former USSR is less than $100,000.

Our subsidiary based in Moscow continues to operate profitably and we, like any other company with a subsidiary in the former USSR, continue to monitor events closely. The ongoing changes and lack of a hard currency with which to pay for imported goods has had a decided impact on commitments of investment money by U.S. and western European companies.

Q Is China the only country left where we cannot repatriate our profits? Can you give some examples of what we are doing with our profits there and in other countries that have similar restrictions?

A There is no restriction in China on repatriating profits, however repatriated profits are taxed at a very high rate as compared to no tax on profits reinvested in China. For that reason, we have reinvested our profit from *China Computerworld* in the launch of *PC World China*, the launch of IDG High Tech Company, and most recently the acquisition of *Electronics International*, which is the *Electronic News* equivalent in China.

Where we have profitable operations in countries lacking a convertible currency and where we feel there are exceptional opportunities for growth in the long-term, we have reinvested the profits in the growth of the business.

We hope that many of these will follow the China example where we started the company in 1981 with and investment of $122,000; today our share of unremitted profits is over $1,000,000. Add to that the value of the operating company and our other activities and I think everyone would have to agree that was an outstanding investment.

Q What are the financial incentives to doing business in such countries?

A The financial incentives are obviously long-term as they were in China. After the former eastern bloc countries and the former USSR work through the political and economic changes required to adapt to a free market economy, the opportunities for growth will be substantial.

Q I understand that International Controller Ian Thalmessinger has been named general manager of IDG U.K. How will he balance his additional responsibilities?

A Ian has always been adept at balancing a number of responsibilities. With publishers in place at *Lotus World* and *Macworld*, the decentralized nature of the operation should enable Ian to devote most of his time to his responsibilities as International Controller while continuing to provide advice and counsel to the U.K. publishers.

Q Has the valuation of IDG shares been made for the fiscal year ending September 30, 1991, and if so, what was the result?

A I am happy to report that the value of IDG shares increased by 11 percent for the year ending September 30, 1991 over the value at September 30, 1990.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

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Africa

- FROM PAGE 1

East Africa Computer News

David Hill clinches the deal with Dr. Crowther Pepela of Kenya.

place and IDG goals in entering the African markets.

As part of the seminar a signing ceremony was held for the license agreement. Newspaper and broadcast reporters covered the ceremony and reported nationally on the new partnership.

Following the seminar, IDG hosted a buffet lunch for key clients of *East African Computer News.*

"There is rapid change taking place in Africa today not unlike the changes that have swept Eastern Europe," said Hill. "Throughout the region autocratic governments are giving way to multi-party rule, and free enterprise is replacing centralized planning. There is much optimism in East Africa these days. The feeling is that for the first time in a long time they are on the right economic and political tracks," he said.

East African Computer News will have access to all of IDG's global resources, including the IDG News Service, International Marketing Services, IDG training programs and other assistance. In addition, the staff will soon begin filing stories to the News Service, providing coverage of the East African market for other IDG publications worldwide.

SunWorld's new editorial focus reflects changing market

SunWorld rang in the new year with a new look, a new editorial mandate and a new test center.

A nationwide survey of 3,000 readers and four focus groups, in New York and San Francisco, revealed that readers were eager for more news and trends, more information on Sun-based networks, advanced-systems news, how to use Sun systems and, at the top of the list, comprehensive, unbiased reviews.

According to Executive Editor **Mark Cappel,** these results are a direct reflection of the changing Sun market. *SunWorld* (originally *SunTech Journal*), was started by Sun Microsystems as a vehicle to keep users and the advanced systems community informed about what Sun's engineers were working on and the design decisions involved. However, with the technology and workstations winning broader appeal among business users, the market and readers have changed over the years to become more product-oriented.

"In the beginning *SunTech Journal*'s articles were very vertical in nature, with very few horizontal applications being discussed, whereas now there are plenty," Cappel noted.

SunWorld
The Independent Journal of Sun and SPARC Systems
Mixing Your Many Media
The Tale of the Cautious Condor
Software Without Borders
Sun's VAR Policy: Interview with Chuck B
The Old I
Test Center's First Report
SunWorld
The Magazine for Advanced Systems Computing
January 1992
Standard
Sun Sets
The SPARC
Baseline
Bearers
News
Products
VAR News
Say, Can You See?
Netting Storage
101

'91...

...and the 1992 version

EASY NAVIGATION

According to *SunWorld*'s editors, the publication's redesign makes it easier for readers to chart their course and navigate easily through three color-coded sections. News appears in blue with reviews in green and techniques in red.

The first redesigned issue also carried more in-depth analysis, more new product announcements and a new section on issues surrounding VARs.

The test center was launched as a response to a perceived need for fair, comprehensive and accurate product reviews. As Cappel noted, "The one comment from the focus groups that was repeated time and time again was that they wanted honest reviews, and that the competition only offered superficial ones."

Currently *SunWorld*'s Test Center is staffed by Advanced Systems Test Center Director **Dave Taylor** and Technical Editor **Joanne Tsang.**

According to Taylor, the test center's goal is to help *SunWorld* position itself as the Sun Microsystems journal of record by offering meaningful and unbiased product reviews. "Our tests show accurate, reproducible results, giving Sunworld tremendous mileage," Taylor said.

Taylor noted that some software and hardware currently being tested at the SunWorld Test Center shows a 20-25 percent variance from results issued by vendors. "With an industry where variances like that occur it seemed extremely important to all of us to have analysis that readers can duplicate," Taylor stated.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK   February 3, 1992

*he **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

SUPERVISOR, DIGITAL EXECUTIVE PROGRAMS (WEC)
Candidate will train, manage, direct and prioritize work flow for a team of about ten people working on the DEP. Requires familiarity with accounting procedures and at least 4 years of progressively increasing administrative responsibility in conference or exposition management with at least one year in a supervisory role. Computer literacy and strong communication skills a must. Knowledge of DEC a plus.

MANAGING EDITOR (LPC)
Responsible for coordination of editorial, art and editorial production departments to ensure compliance with deadlines and quality standards. Directly supervises copy editing and editorial production departments. Works directly with senior editors and section editors to monitor work flow requirements. BA in English or journalism and 5 years of computer publishing experience in managerial role of copy-editing and production functions required. Knowledge of PC technology and Lotus 1-2-3 a must.

PRODUCTION MANAGER (ENP)
Position includes ad traffic, project coordination and vendor interaction. Good understanding of graphic arts required. Candidate must possess good judgement and the ability to work in a fast-paced start-up team environment.

DIRECTOR OF GOVERNMENT SALES (ISG)
Candidate will manage the sales force that sells ISG user-oriented information technology research and consulting services to government customers. 10 to 15 years of experience including 5 years in sales management required. Experience with government procurement and services selling is important.

DIRECTOR OF ADVERTISING SALES AND MARKETING (MPC)
Responsible for management of all sales and marketing activities for *MPC World* including but not limited to display advertising, classified advertising, card decks, reprints and other sales. Will develop sales and marketing strategies with the Publisher and management team. Candidate will also manage the expenses of the advertising and marketing budgets and forecast revenues on a monthly basis for yearly budgeting. Experience in marketing and ad sales in the publishing industry and prior management experience required. Proven track record essential. Prior experience in a start-up magazine a plus.

ASSISTANT TO THE PUBLISHER (MPC)
Candidate will perform administrative and clerical tasks as determined by the Publisher. Will insure the smooth functioning of the Office of the Publisher and facilitate and expedite both the incoming and outgoing communications of the office. Must possess excellent communication skills and the ability to juggle multiple tasks. IBM PC literacy and prior experience as an administrative assistant required.

PART-TIME ART DIRECTOR (MPC)
MPC World seeks a part-time (2/3 time) Art Director to work with the Editor-in-Chief in establishing, developing and implementing all design and graphic identity standards. Responsibilities include: focus and implement the overall design vision of the magazine, assign and oversee all illustration, photography and design, work with editors and writers on concept of illustration and informational graphics. 7 or more years experience in graphic design with an emphasis on magazines required. Fluency in Macintosh desktop publishing, specifically QuarkXPress, Photoshop, Freehand, Illustrator and MS Word a must.

SENIOR REVIEWS EDITOR (PCW)
Candidate will manager the entire review process including story development, product selection, article assignment, hands-on editing and quality control. Requires excellent copy, technical, management and article packaging skills with at least 3 years editorial management experience.

ONLINE SERVICES MANAGER (PCW)
Will manage the day-to-day administration of *PC World* Online Service including supervision of system operators and maintenance of online material. Will also assist in developing marketing materials. Online and/or electronic communication skills essential. SysOp, SigOp or extensive online experience required. A thorough knowledge of PC hardware and software, particularly communication equipment required. Excellent written and communication skills essential. Prior management experience a plus.

ASSOCIATE EDITOR (MAC)
Candidate will conceive, assign, write and edit feature articles and serve as technical resource to staff in area of expertise. Knowledge of Macintosh industry and good editing, writing and management skills required. Word processing experience and the ability to work with others essential.

ASSOCIATE DESIGN DIRECTOR (MAC)
Will work on major conceptual strategies in concert with the Art Director. Responsible for conceptualizing and directing photography and llustration for the Features and departments sections of *Macworld*. Will also work with assigned editors to ensure editorial content is accompanied by creative and excellent artwork and that production deadlines and budgetary guidelines are met. Professional art design background with strong conceptual skills required. 3 to 5 years experience in art direction with magazine experience preferred.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

Job Opportunities

Revised: February 3, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Associate Research Analyst	Research Svcs., Natick, MA	J. Aschenbrand	(508)879-0700
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	D. Young	(617)534-1205
IDG	Financial Analyst	Boston, MA	M. Cornetta	(508)935-4734
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Part-Time Administrative Asst.	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	Supervisor, Digital Executive Pro.	Framingham, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Production & Marketing Coord.	IDC Consulting, Framingham, MA	T. LeBlanc	(508)935-4324
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountainview, CA	B. Stephen	(508)935-4269
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* San Francisco, CA	B. Corry	(508)935-4416
ENP	Production Manager	*Electronic News,* New York, NY	R. Sod	(212)909-5922
ENP	News Correspondent	*Electronic News,* Irvine, CA	J. Lydon	(212)887-8316
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IMS	International Sales Asst.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Asst. Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld,* San Mateo, CA	W. Boyd	**NO PHONE CALLS**
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW/MPC	Assistant to the Publisher	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
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PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor	*PCWorld,* San Francisco, CA	S. Fox	(415)978-3210
PCW	Director of Marketing	*PCWorld,* San Francisco, CA	R. Marino	(415)978-3383
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld,* Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Associate Editor	*Macworld,* San Francisco, CA	C. England	(415)978-3243
MAC	Associate Design Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
MAC	Eastern Sr.Associate Editor	*Macworld,* Boston or New York	A. Mello	(415)978-3246
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	C. LaCasse	(415)374-0555
CWPI	Marketing Communications Coord.	*CWPI,* Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI,* Framingham, MA	C. Polack	(508)879-0700
CWPI	Part-Time Accounting Asst.	*CWPI,* Framingham, MA	M. Sullivan	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	A. Alper	(508)879-0700
CWDD	Sales Coordinator	*CW* Database Div., Framingham, MA	J. Carpenter	(508)935-4396
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Receptionist/Secretary	*GamePro,* Redwood City, CA	J. Smith	(415)363-5200
GPI	Asst. Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200

IDC Germany coordinates '92 European conference schedule

1992 promises to be the year of the conference for IDC offices in Europe. IDC Germany's Marketing/Conferences Manager **Dieter Hoffend** recently compiled a preliminary schedule, which he believes to be the first of its kind and a first step to coordinating conferences in Europe. Numerous special conferences are planned at the local level, more than ever before in Germany and Switzerland, as well as regional events such as the European IT Forum. Spain is a new stop on the IDC Briefing Sessions tour.

DATE	CONFERENCE THEME	ORGANIZER
FEBRUARY		
5	Computer-Aided Software Engineering	IDC Italy
25	Open Systems	IDC Switzerland
25-27	Image Management	IDC Netherlands
MARCH		
27	Distribution Channels	IDC Italy
31	Outsourcing	IDC Germany
APRIL		
23	Briefing Session	IDC France
24	Briefing Session	IDC Spain
27	Briefing Session	IDC Scandinavia
28	Briefing Session	IDC Sweden
29	Briefing Session	IDC Switzerland
30	Briefing Session	IDC U.K.
MAY		
4	Briefing Session	IDC Belgium
5	Briefing Session	IDC Germany
6	Briefing Session	IDC Netherlands
7	Briefing Session	IDC Italy
JUNE		
June 3	Open Systems	IDC Germany
TBA*	Open Systems	IDC Austria
16-18	System Integration	IDC Italy
30	Image Processing	IDC Switzerland
JULY		
11	Local Software and Services	IDC France
TBA*	Software	IDC Germany
SEPTEMBER		
15	PC Conference	IDC Germany
22	PC Conference	IDC Switzerland
TBA*	PC Conference	IDC France
OCTOBER		
14-16	European IT Forum in Venice	IDC Europe
15	Euro Networks/Communications	IDC France
16	Euro Software and Services	IDC France
NOVEMBER		
24	Networking	IDC Switzerland

*Date to be announced

IDG newsletter targets SI community

THE INTEGRATOR

Snapshot: The U.S. recession

A look at the effects on the market

INTEGRATOR POLL

Inside...

IDG International News Group's lineup of newsletters grew to three this month with the addition of *The Integrator.*

IDG's first newsletter targeted at the systems integration community—scheduled for monthly publication—will focus primarily on the key business issues impacting the systems integration (SI) and outsourcing markets.

"With *The Integrator*, we are addressing the critical SI business and marketing requirements for concise information, relevant facts and timely access to strategic data, including competitive analysis," said **David Hill**, president of IDG International News Group. The newsletter fills an existing gap for single-source SI marketing information, Hill added.

Each issue will provide insider tips, timely news and trend analyses, comparative analyses, reports on major contracts and business alliances, and conference listings.

Susan Scrupski, an SI industry veteran, will serve as the newsletter's editor and will provide *The Integrator* with a unique business and editorial perspective, Hill said. As with *Telecom Insider*, **Sharon Baker** serves as managing editor.

Correction

The Worldwide Editors Meeting will be held April 13-15 in Tokyo, not April 20-23 as announced in the January 13 issue of *World Update*. More information will be forthcoming shortly. Our apologies for the error.

Noteworthy !

PROMOTIONS

Beaulieu World Update

Michelle Beaulieu has been promoted from copy editor to associate editor at *Network World*. According to Assistant Managing Editor Beth Khoury, "Michelle has made great contributions to several projects in the past year, including updating our stylebook, forging new frontiers with Macintosh charts and coordinating our supplement [on LAN management]. As part of her new responsibilities, Michelle will be taking over more managerial duties in addition to coordinating the layout and shipping schedule."

World Update

Falanga (seated), Callahan and Fuller

Judy Callahan, Jim Falanga and **Ken Fuller** have been promoted to senior credit analysts in IDG's Corporate Credit Department in recognition of their "outstanding contributions to the department and their respective business units," said Corporate Credit Manager Jay Boviard. Each credit analyst handles accounts receivables and negotiates payment schedules for their division's clients. Callahan, who started out supporting *Computerworld* when she joined IDG in July 1988, currently supports *CIO*, IDG List Services, *Federal Computer Week* and International Marketing Services. Falanga, an IDG veteran since June 1986, supported *InfoWorld* for five years before turning his talents to *Computer Buying World* last year. Fuller joined IDG in January 1989 and "has been instrumental in *Macworld*'s achieving excellent financial results this past year," Boviard said.

■ ■ ■

Dale Strang, president of Techmedia Publishing at IDG Peterborough, has appointed **Susan Hanshaw** to the position of director of operations. She will be primarily responsible for the day-to-day running of the business unit, while Strang will be traveling frequently to promote the group's products. "Susan [has] the ability to think 'globally,' and I could appoint no one more qualified to stand in my stead whenever necessary," Strang said.

In order to support Hanshaw in her new position, Business Manager **Lisa LaFleur** will take on additional responsibilities in the area of circulation modeling. "Lisa brings to her new role a thorough knowledge of budgetary processes and a strong facility for statistical analysis," Strang said.

NEW EMPLOYEES

PC World welcomes **Celia Canfield** as advertising director for its western region. She comes to IDG from M&T Publishing's *DBMS* magazine, where she had been associate publisher since 1989. Prior to holding a number of other sales positions, Canfield was one of the founders of *Business Monthly*, an English language business magazine published in Egypt. She holds a bachelor's degree from Troy State University in Alabama.

■ ■ ■

Digital NEWS has named **Juli Cortino** as its correspondent based in San Francisco. She most recently worked at *PC Week* as a senior editor. Cortino has a BA in journalism, holds a broadcast radio operator's license and enjoys architecture, skiing and golfing in her free time.

■ ■ ■

IDG Books' new staff accountant is **Mike Wallace**, who came to IDG from Borel Bank and Trust. He has a BBA in finance from the University of Oklahoma and expects to graduate this spring from San Francisco State University with an MBA in accounting. Wallace enjoys sports of all kinds as well as pre-1970 movies and music.

■ ■ ■

McPherson World Update

Network World welcomes **Cathy McPherson** as an advertising account coordinator. She most recently worked at *The Middlesex News* as a scheduling operations manager, handling scheduling and layout of three daily and eight weekly publications. A Norman Rockwell fan, McPherson also counts painting, wood engraving and softball among her interests. She has a BA in fine arts and art history from Framingham State College.

■ ■ ■

Karen Brophy has been named as an assistant in the reviews department of *InfoWorld*. She previously worked as an editorial assistant at Houghton Mifflin Co. in Boston. Brophy has a BA in English from Boston College and pursues photography, multimedia art and martial arts in her spare time.

■ ■ ■

Lesieli Friesen greets GamePro Publishing callers and handles assorted administrative duties in her new role as receptionist. She was most recently a mail/stock supervisor at American Hardware Insurance Group. Friesen studied business administration at Riverside City College and enjoys quilting, tennis and camping.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of January and the first week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Marion Kibbee - IDGHQ

SIXTEEN YEARS
Rainer Oberländer - IDG Germany

FIFTEEN YEARS
Birgitta Wistmar - IDG Sweden

THIRTEEN YEARS
Carol Polack - CW Publishing

TWELVE YEARS
Delia Quartey-Daniels - *InfoWorld*

ELEVEN YEARS
Patricia Poupaert - IDG France

TEN YEARS
Kazuhiro Hara - IDG Japan
Renée Pierce - IDG Peterborough
Edelgard Hartwig - IDG Germany

NINE YEARS
Beverly Wolff - CW Publishing
Michelle Reyes - PCW Central Services
Andreas Förth - WEC Germany

EIGHT YEARS
Mark Winther - LINK Resources
Paula Foss - CW Publishing
Marcia Farrington - IDC
Donna Sparrow - IDC
Mary Rinaldo - *Network World*
José-Antonio Adamis - IDG France

SIX YEARS
S.W. Chan - *Computerworld Hong Kong*
Linda Simon - *InfoWorld*
Linda Lewis - IDG France

FIVE YEARS
Claudette Sears - IDG Research Services
Vera Chan - *Computerworld Hong Kong*
Nina Mattsoff - IDG Sweden
Jonathan Sheldrake - IDC U.K.

FOUR YEARS
Catherine Sukkarie - IDG France
Mary Cornetta - IDG HR
Jean Gimont - IDG France
Janet Parks - *InfoWorld*
Stuart Johnson - *InfoWorld*
Jo Rainie Rodgers - *InfoWorld*
Rafe Needleman - *InfoWorld*
Edith Lo - *Computerworld Hong Kong*
Linda Fielding - IDC U.K.
Cathi Tucker-Bledsoe - *Macworld*

THREE YEARS
Arne Hurty - *Macworld*
Ellen Di Matteo - *PC World*
Donna Kirkey - *Network World*
Alan Tayt - IDG Australia
Carol Lacasse - CW Publishing
Dawn Rather - ISG
Anne Kerleo-Wendt - IDG France
Jeanne Fioti - *InfoWorld*
Jo Olson - *InfoWorld*
Diane Templin - *InfoWorld*
Kent Olofsson - IDG Sweden
Paul Vogl - IDG Germany

TWO YEARS
Kent Tayenaka - *Macworld*
Evan Cooper - *Macworld*
Angela Fuchs - IDG Germany
Johan Beer - IDG Sweden
Peter Evansson - IDG Sweden
Gunhild Haugnes - IDG Norway
Terry Scuzzarella - IDG Research
Marlene Levis - *Network World*
Marie Haines - CW Publishing
James Nash - CW Publishing
Dorothy Rosenthal - IDC
Denise Pilnak - *PC World*
Paulette Liu - *PC World*
Suzanne Courteau - *Macworld*
Randal Jackson - IDG New Zealand
Olivier Gouyer - IDG France
Deborah Cordiro - *CW Singapore*
V. Robert Garza - *InfoWorld*
Shirley French - *InfoWorld*

ONE YEAR
Lynne Mongardi - IDG
Suzy Thomas-Klein - *Network World*
Thomas Breyer - ISG
Sara Krusor - IDC
Danny Lee - *Macworld*
Kevin Adams - IDC U.K.
Catherine Lai - *CW Hong Kong*
Steven Young - *InfoWorld*
Amy Silberman - IDGHQ
Isabelle Dumonteil - IDG France
Yves Guittard - IDG France
Umberto Savignano - IDG Germany
Krista Alvarez - PCW Central Services
Sherry Warren - *PC World*

MSD

- FROM PAGE 1

eral high-tech television commercials. "Is There a Global Customer?" was the subject of a panel chaired by MSD's VP/International **Frank Cutitta**, with participation from representatives of Central Point Software, Iomega and Everex.

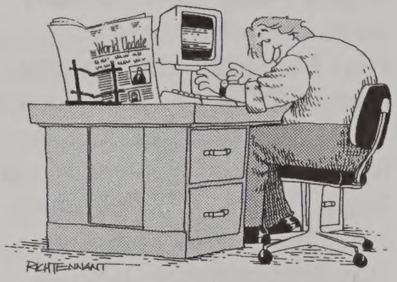
Lester Thurow, dean of the Sloan School of Management for MIT, delivered a provocative keynote address focusing on how a series of technology revolutions will radically alter the interplay of strategic variables including natural resources, capital, technology and skills necessary to stay ahead in the global economic game in the next century.

To encourage discussion and informal dialogue among IDG publishers and guests, there was ample time to enjoy the beautiful Arizona desert, with hot air balloon rides, jeep tours, soaring expeditions, golf matches and other activities.

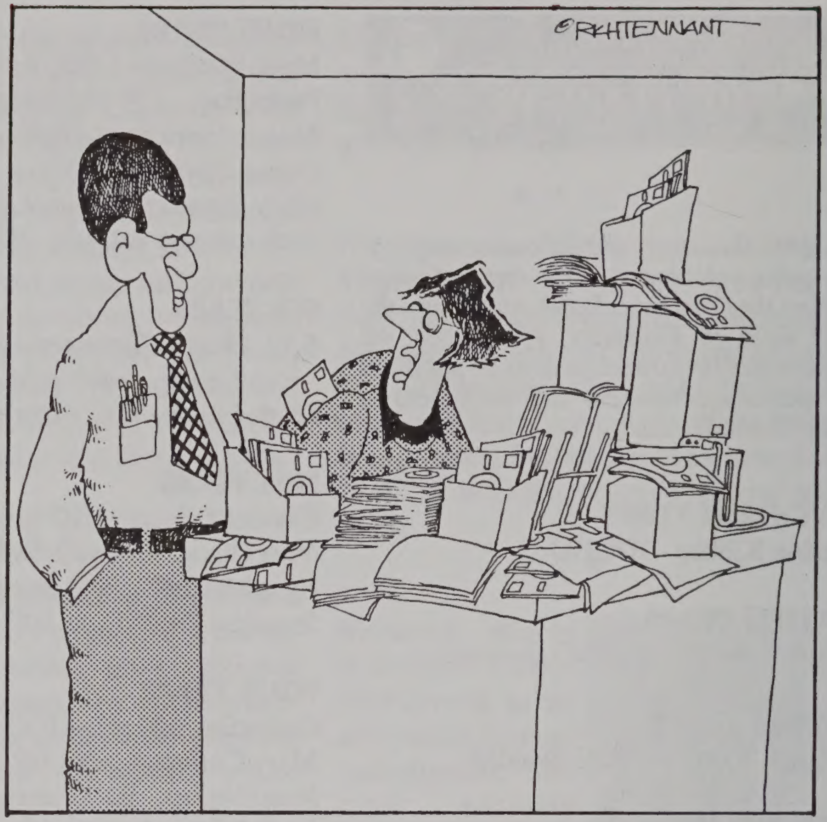
According to MSD's Vice President of Marketing **Erica Baccus**, MSD has received a good deal of positive feedback, and many clients have already expressed interest in another summit next year. "The attendees said they really appreciated that there was a good balance between worthwhile presentations and plenty of time to relax together," she said.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 3. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

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Networking Italia poised for market boom
- PAGE 2

New IDC division helps users implement technology
- PAGE 4

Sales skyrocket for IDG Books' *DOS for Dummies*
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 6 FEBRUARY 10, 1992

Macworld gets A+ in merger

The recent merger of A+ Publishing and Macworld Communications, Inc. will enhance IDG's ability to service the Macintosh market.

Macworld Communications, together with A+ Publishing, a wholly-owned and managed subsidiary, will not only have *Macworld* magazine continuing to serve its large, business-oriented readership, but by bringing A+ Publishing into its publishing family it will also be able to service the Apple education markets that A+ Publishing currently targets.

IDGC/P

MW

Boulé (left) and Martin have joined forces

President of Macworld Communications **Jim Martin** and President of A+ Publishing **Paul Boulé** submitted a plan to the IDG Executive Committee calling for a merger of their organizations into one Apple Expertise Center after deciding the impact of a unified approach on the diverse Apple market would carry more clout than either of their previous independent efforts.

According to Martin, "The Executive Committee approved the plan without trepidation, noting that this was a terrific idea in that it originated with two business unit presidents rather than as a top-down solution."

Boulé will retain his title and position and report directly to Martin as well as serve on *Macworld*'s senior management team and as vice president of the holding company, Macworld Communications, Inc.

The A+ Publishing staff will continue reporting to Boulé and publishing *inCider/A+*, *PC Games* and *Cable in the Classroom* from Peterborough, N.H., while seeking new publishing opportunities in niche markets.

Martin will continue as a member of A+ Publishing's Operating Review Board and, given today's technology, Martin said that he sees no reason why the two operations cannot work together smoothly and efficiently from different coasts.

For the next few months, Martin and Boulé will jointly review the terms of the merger to ensure that their combined clout is being used to gain the maximum advantage and consideration from outside vendors and shared services.

"This combination of two companies who have long shared an expertise in the Apple market is exciting. It creates new opportunities for many IDG employees looking for career enhancements and will enable IDG to fully exploit its strengths in the Apple community," Martin noted.

IDG Netherlands launches monthly *Computer! Totaal*

By allying itself with the largest PC user group in the Netherlands, IDG Communications BV can now boast of publishing the country's largest circulation computer magazine.

January 31 marked the newsstand debut of *Computer! Totaal*, a new monthly that combines two IDG publications, *PC World* and *PC Thuis*, and the journal of the 50,000-member user group called HCC. Originally begun as a hobbyists' group 15 years ago, HCC has evolved into an influential base of end users highly coveted by advertisers. The group also owns the largest PC show in the Netherlands.

HCC members receive *Computer! Totaal* as part of their membership, and the rest of the 90,000 paid base is divided among 10,000 other subscribers and 30,000 newsstand issues.

The new publication was created after nine months of intense negotiation with HCC. The group previously published its own magazine that averaged 40 pages of ads—more than either *PC World* or *PC Thuis*—but given a continuing decline in market share, IDG Netherlands General Manager **Ruud Bakker** convinced HCC that its members would be better served

- SEE PAGE 2

Computer! Totaal

-FROM PAGE 1

through an alliance with a legitimate publishing house.

Bakker successfully deflected the advances of rival VNU, publisher of *PC Magazine*, which handled advertising sales for the HCC journal and wanted to solidify its relationship with the group. Ironically, Bakker dealt with HCC's advertising several years ago during his career at VNU.

BROAD APPEAL

Computer! Totaal's editorial appeals to both the power users who read *PC World* and the home users *PC Thuis* targeted, though it emphasizes the business use of computers. For the most part, the staffs of the two former publications now work on *Computer! Totaal* with relatively the same responsibilities.

"We're not a bits and bytes magazine," Bakker said, noting that the publication will continually compare the price and performance of PC equipment while including articles about networking in small companies and other relevant issues.

OFFICIEEL ORGAAN VAN DE HCC f 6,95 /Bfr 140 JAARGANG 1 NUMMER 1 FEBRUARI 1992
INZICHT EN OVERZICHT IN HARDWARE EN SOFTWARE
COMPUTER! TOTAAL
NIEUW!! EN METEEN AL VERTROUWD
GRATIS!! BELASTINGPROGRAMMA 1992
GRATIS!! BOEKJE HARDDISK GEBRUIK
GRATIS!! BELLEN NAAR HET BUITENLAND
AFSCHEID VAN MS-DOS?
OS/2 EN WINDOWS STRIJDEN OM VOORRANG
BEELDMANIPULATIE
ONMOGELIJK WORDT MOGELIJK DIGITIZERS EN VIDEO
NOVELL LITE VERSUS LANTASTIC
CALORIEARM NETWERKEN
VOOR DE DAGELIJKSE PRAKTIJK:
• TIPS EN TRUCS
• RAAD EN DAAD
• SERVICE CLUB
• SNELLER WERKEN MET WINDOWS, 15 TIPS
• TESTS, TESTS, TESTS
Budget: f 3500,-
Wat koop je ervoor?
35 SYSTEMEN VOOR ELKE TOEPASSING

Computer! Totaal debuted in just under two months.

A separate section of blue pages toward the back of *Computer! Totaal* carries news from the more than 50 groups that comprise HCC, each of which targets a different PC or application. Key members of HCC serve as an editorial advisory board, while former *PC Thuis* Editor-in-Chief **Mat Heffels** has the day-to-day responsibility for the publication.

According to Bakker, this launch had one of the shortest lead times he's ever encountered during his 10 years in the publishing business. Work on the promotions and editorial began the last week in November, and the issue closed on January 15. In the meantime, VNU had ad responsibility for the HCC magazine up to January 1, but IDG was able to buy the '92 ad bookings from them through a "very civil arrangement" and squeezed in some additional sales during the first 14 days of the year.

"No one left the office during Christmas!" Bakker recalled, but said that despite the hectic pace the new publication has been a good morale builder for the staff. While VNU is still No. 1 in ad pages the 80 pages of ads in *Computer! Totaal* was just 20 behind the January issue of *PC Magazine*. Bakker is optimistic that the new IDG publication could more than triple the market share of the old *PC World* in the coming months.

Networking Italia capitalizes on emerging market

IDG Communications Italia has positioned itself as the preeminent authority on the country's rapidly expanding telecommunications market with the publication of *Networking Italia.*

NETWORKING ITALIA
L'OPINIONE
Strumenti e strutture di communication
ATTUALITÁ
IBM pensa alle reti nel nuovo laboratorio di Roma
TRASMISSIONE DATI
La rivoluzione distribuita
SPECIALE
Software di rete il boom è vicino

***Networking Italia* covers every aspect of the market.**

Published 10 times a year, *Networking Italia* targets MIS directors, IT managers, consultants, presidents and CEOs. The initial circulation of 18,000 is a mix of paid and controlled subscriptions.

With the era of government-ruled cable, networks and satellite communications companies ended, great opportunities exist for private companies in the early 1990s.

"We have created this new product in anticipation of an exploding market," said Editor-in-Chief **Silvia Petrella**, who also serves in the same capacity for *Computerworld Italia.* "As a matter of fact, the position of 'network manager' is still fairly unknown in our country. Still, all the figures say something is moving, and our readers are pleased with the first issues and affirm that the market needed such a magazine."

According to Petrella, *Networking Italia* has few competitors, and it distinguishes itself by being a horizontal publication that covers every aspect of the telecommunications market. "No other magazine offers this full-range focus," she emphasized.

Networking Italia has eight editorial sections: news, telecommunications, local area networks, international networks, data communications, products and services, reports and a special features section. The reports analyze technological elements such as communication protocols, while the features covers a specific product each month such as modems, client-server software and PABXs. IDG Italy has organized a committee, made up of industry experts, to provide advice on the editorial calendar.

Networking Italia's first three issues were technically supplements of *Computerworld Italia*, though they were substantial, 98-page publications in magazine form. Tnew publication will be tested on newsstands in February and March, and if the results are satisfactory, the publication will be sold separately.

"I believe that this magazine, created with practically no investments, shall have interesting opportunities both in terms of IDG Italy's image and in marketing results," said General Manager **Brunello Bossi.**

On line

ASK KATHY

From time to time, "On line" features selected guest columnists. This week, IDG Research Services Group President Kathy Dinneen takes a turn.

Q What is the charter of IDG Research Services?

A IDG Research, a business unit of IDG Communications, was established to provide publishing-related research services to the IDG publishing companies. We work on more than 200 studies a year for various IDG companies. That includes everything from survey design, to questionnaire development, all the way through to the presentation of the results. We also write market briefs and field requests for information on high-tech markets, as well as high-tech advertising placement.

Q How many people currently work at the business unit?

A There are 13 full-time and three part-time employees working at IDG Research Services.

Q Can you describe your responsibilities as president of IDG Research Services?

A My primary responsibility is to keep our customers satisfied. We only stay in business if our clients continue to use our services! This presents me with the challenge of providing the best research services we can at the lowest possible cost. We work very hard to design new research, as well as improve on the old tried-and-true research, in an effort to give our publications a competitive advantage in the marketplace.

To keep the costs down, IDG Research Services operates as a break-even service group. We cover our overhead by charging clients on an hourly basis. At the end of the year, our revenues from time charges must equal expenses to run the group.

Q As an 18-year IDG veteran of IDG, you have witnessed a great deal of change within the company. What stands out?

A The tremendous growth. When I started with the company there was only IDC and *Computerworld* in the U.S. Now we have 178 publications in more than 55 countries, and IDC is in 31 countries. Another is the decentralization of the IDG business units and the increase in competition. Again, when I started there were five or six computer publications, now there are more than 140 rival publications, many of them very tough competitors.

Q How do you describe the range of the research products that your division does?

A We handle three broad categories of research studies.

First, research to sell a publication's audience. These are subscriber profiles that present who the subscriber is, how they are involved in buying and what they are going to buy; brand awareness or preference studies; and custom studies for advertisers.

Second, customer perception studies. These are the studies among the two customer bases, subscribers and advertisers, that track their perceptions and opinions of each publication and their competition.

Third, new product research. These are studies that investigate possible new IDG business ventures.

Q How do you stay current with the latest technology and research analysis methods?

A We read the IDG publications and IDC newsletters and reports to keep up with the technology. When we are conducting a research study on a specific technology, we will investigate that technology in publications and IDC reports. We also work with members of the publications' editorial staffs who focus on that technology as well as IDC analysts and the advertisers.

Q How have these methods changed over the years?

A The actual methods used to conduct studies have not changed. What has changed is the technology that helps us to design questionnaires, tabulate the results and present the results. Two notable changes are graphics and desktop publishing. We are able to do a much better job of designing questionnaires, which helps us achieve higher response rates. Also, we are now able to produce final reports which present data in a more appealing and user-friendly manner.

Another change which has had an impact on our work is that advertisers and agencies have become smarter about what constitutes a good research study, so we work very hard to conduct the most accurate and reliable research we can.

Q Is the research conducted by your division strictly for U.S.-based companies, or for IDG's international business units as well?

A Although we are not restricted, all of the research we conduct is for U.S.-based publications. This is primarily due to language and geographic barriers. We occasionally meet with the various international business units to provide information on the research that is successful in the U.S.

IDC's ATG aims to conquer new territory

New division helps users implement complex, emerging technologies

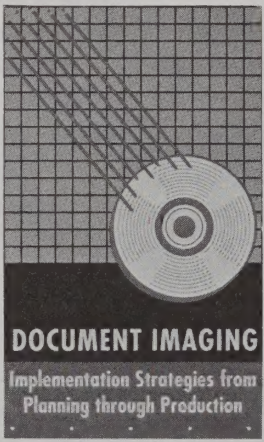
IDC's Applied Technologies Group (ATG) takes IDC into territory quite different from its traditional role as IT industry analyst for technology vendors.

Launched last September by Senior Vice President **Aaron Goldberg**, ATG aims to develop services to provide users with concise strategies to bring emerging and/or complex technology into their organizations, and educate them about the implications of the technology will have on their business.

"This is an important new product that offers IDC the opportunity to use a different approach and expand its market into an entirely new base of companies and individuals," said IDC President **Kirk Campbell**.

ATG's s first continuous information service focuses on document imaging, a fast-growing technology that will ring up more than $2 billion worth of sales this year in the U.S., according to IDC's Director of Image Systems **Scott McCready**.

Subscribers to the document imaging service receive more than two dozen reports that cover system design, technology and project planning. Each 30- to 40-page report is written from a "how-to" planning and implementation perspective and approaches imaging more from the business side than from the MIS technology side.



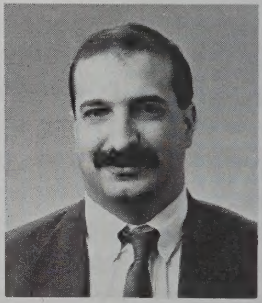
OUTSIDE CONSULTANTS

To develop these reports, ATG sought the expertise of industry consultants outside of IDC with practical knowledge and experience in planning and implementing imaging systems at user organizations. To date, authors have come from companies such as Ernst & Young, Deloitte and Touche, and Andersen Consulting. ATG is currently publishing about two new reports each month.

"Plain and simple, this service tells users how to get the job done. What's interesting, though, is that vendors have embraced it as well," Goldberg said. "That's because the reports help vendors effectively position their sales and marketing effort by showing them the buying process users go through when purchasing these systems. Since imaging vendors have to act more like consultants [given the complexity of the system and the need to tailor it for each cclients to accelerate what is usually a very long buying cycle."

"Plain and simple, this service tells users how to get the job done."

-Aaron Goldberg



As an important part of this service, teleconferencing sessions are scheduled with each report so subscribers have the chance to speak directly with the authors. Optional services are available such as on-site tutorials, customized consulting services, site visits to document imaging installations and special in-depth studies.

"Our goal is to get the best possible product with the IDC name on it," said ATG General Manager **Evan Moltz**, an IDC veteran who worked in sales from 1984 to 1988.

Goldberg tapped Moltz to be a one-man show at ATG, coordinating all phases of the new group's activities, including sales, marketing, interacting with the report authors and arranging customized services.

Moltz noted that this effort to forge relationships with other consulting houses that IDC does not directly compete with is mutually beneficial. The information service lends IDC visibility and credibility within user organizations and gives the consulting firms publicity through their authorship and association with IDC.

The *Document Imaging* package is "priced for the times, where budgets are tighter than ever and where users are not really making additional investments in new information services," Moltz said. The entire package of reports and teleconferences is $2,000 annually.

"ATG services give us an opportunity to get into user organizations now, with the idea of selling them consulting and higher priced information services later on," Moltz explained. "We want to go after the dollars allocated to the Gartner Group by initially selling at Datapro prices."

ADDITIONAL USES

Moltz is exploring the prospects for "private labeling" the reports, whereby a vendor would purchase the information and put its name on the cover, and use it as a focused marketing/education piece. IDC would still be referenced inside as producer of the report.

Moltz is also looking into condensing some of the reports and making them white papers, or supplements, for which IDG publications could sell ads.

Later this year, ATG will branch into other services, most likely specific areas within the software and telecommunications arena. Moltz is also hoping to expand internationally by providing the material to licensees—either IDC offices or other interested agents—and letting them do their own marketing while returning a percentage of the sales to IDC.

For more information on the Applied Technologies Group, contact Moltz at (508) 935-4186, fax (508) 935-4125.

IDG

HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

FEBRUARY 1992

IDG's Employee Opinion Survey will be distributed this week

You can expect to receive the 1992 IDG Employee Opinion Survey on or about February 10.

IDG has been doing this survey annually for more than 10 years. Why? IDG managers need to understand the interests and concerns of employees in order to respond in a meaningful way. The annual Employee Opinion Survey is the primary vehicle used by IDG management to get feedback from employees on many issues related to job satisfaction, management, rewards, benefits and productivity.

The survey should take less time to fill out this year. With 60 questions, it is one-third shorter than two years ago. Responses will be confidentially tabulated and reported by Research Results, Inc. Survey results will then be reported back to IDG management and each business unit with separate ratings calculated by department, business unit and IDG overall.

Once the results are in, IDG managers will meet with their department staffs to review the results, clarify or build upon the data and develop meaningful action steps. The Human Resources Department is available to help managers through this feedback and action planning process.

According to employee survey vendors, overall satisfaction ratings for other companies using this type of survey usually fall between 4.0 and 6.0. In 1991 the IDG satisfaction rating was 6.8.

Results of the survey are reported in terms of "positive responses." The areas of highest positive response in 1991 were related to job satisfaction (80.1% positive), business unit image (78.3% positive), and supervision (71.9% positive).

Since 1990, the Employee Opinion Survey has measured satisfaction in basically the same way using essentially the same survey instrument. This will enable us to track changes, trends and improvements over time.

SURVEYS RESULT IN CHANGES

Many important issues get addressed as a result of feedback from the survey. Recent examples include major enhancements to the Short Term Disability benefit, availability of training programs at most divisions, implementation of a Family Care Leave benefit, the 401 (k) Plan, the pre-tax program for dependent care, and the addition of regional HMOs. Thoughtful comments in response to open-ended questions have been particularly useful in shaping specific changes.

Schedule for the 1992 Survey Process

February 10:	**Surveys distributed to employees**
February 21:	**Due date for survey returns**
April 3-5:	**Business unit presidents/Human Resources staff/department managers receive results**
April 8:	**Managers begin employee feedback meetings**
May 1:	**Due date for department managers' action plans**

Ask HR...

In the upcoming issues, we would like to answer your questions about human resources—our policies and programs—and how they affect you. Send your questions to:

Ask HR
International Data Group
Human Resources Dept.
5 Speen Street
Framingham, MA 01710

IDG facts & figures

1. How many publications did IDG launch or acquire worldwide in 1991?

A. 2 B. 19
C. 27 D. 8

2. IDG's current U.S. head count is:

A. 1,200 B. 1,500
C. 1,800 D. 2,100

3. The East Coast/West Coast percentage split for U.S. head count is:

A. 75/25 B. 70/30
C. 65/35 D. 60/40

Answers:
1. C, 27
2. B, 1,500
3. C, 65/35

How to become a smarter health care consumer

Smart consumers comparison shop before making a major purchase. The same technique can apply to purchasing health care. You can't be expected to stay abreast of health care costs, but you can ask about prices and compare costs of various services when you need medical help. With today's high costs, it makes sense to become a "smarter shopper" for your health care.

You can help control the rising cost of medical care by:

• *Considering all of your treatment options.* Before buying a medical service, think about your alternatives. Do you really need to see a doctor or would a phone call suffice? Do you need to be hospitalized, or can you be treated as an outpatient or in some other setting?

• *Take advantage of the Patient Advocate Program.* The PA is available to help you understand the IDG medical plan, understand your treatment options and refer you to doctors in your geographic area. It is important to remember that you must call the PA to receive full benefits for any hospital admission, whether voluntary or emergency. The PA number is 1-800-441-4044; in California it is 1-800-523-4945.

• *Processing claims efficiently.* To help control the costs of medical claims processing, batch claims together rather than submitting them individually. Especially early in the year, when submitting claims to fulfill deductible amounts, use one form for several smaller claims to keep processing costs to a minimum.

• *Using the emergency room only for emergencies.* Emergency rooms are expensive places to treat routine or minor medical problems. Call or visit your doctor's office or clinic during normal business hours, if possible.

• *Asking questions.* To avoid unnecessary costs and receive the best possible care, you need to understand what's happening to you. Ask about alternative treatments, settings and generic drugs.

• *Checking your medical bills for accuracy.* Double-check all bills for numerical accuracy and to be sure that you're only charged for services you've received.

• *Staying informed.* To keep your health care costs down, you need to become a wise health care consumer. Be sure you understand the health care choices you have as an IDG employee. Medical open enrollment is held in June. At that time, you have an opportunity to review your choice of medical plans and select the plan that best fits your needs and those of your family. Be sure you know the health services covered by your medical plan so you use it wisely.

• *Staying healthy.* We should all do what we can to improve our total health. The best way to keep costs down is not to get sick in the first place. Proper nutrition, regular exercise and your lifestyle choices will all help to improve your health.

Employers and employees throughout the United States are suffering from a chronic national illness: rising health care costs. Health care costs have skyrocketed 100% since 1980. And despite years of effort by both the public and private sectors to find a cure, the prognosis for the future remains poor.

Companies nationwide, not just IDG, are wrestling with the problem. And there are no easy solutions. In fact, according to a recent study, the cost of medical insurance for the average employee could double again in five years. The aches and pains of the health care cost explosion are a critical problem for 1992 and beyond. And no one has yet found a solution. But remember, an ounce of prevention really is worth a pound of cure, especially when you compare the price tags of both!

Enroll now for voluntary life insurance

IDG is pleased to announce that an Open Enrollment for the Voluntary Group Term Life Insurance Program will be held in February. This program allows employees to purchase additional life insurance for themselves. This is in addition to the Basic Life Insurance (2X Salary) provided by IDG. Insurance is also available for an employee's spouse and for the first time, insurance for dependent children is an option.

Employees may purchase insurance for themselves or a spouse in $10,000 increments up to a maximum of $500,000. The cost of coverage depends on the amount of insurance selected and on the age of the insured. Rates per $10,000 of coverage range from a low of $.04 for employees under age 30 to $.65 for employees 65-69 years old. Coverage for dependent children is available in increments of $2,500 up to a maximum of $10,000. For the maximum coverage, the rate is $.83 per paycheck.

The Voluntary Life Insurance Program is another important component of the benefits package IDG offers to protect you and your family. It is a form of term insurance, which is the most common type of life insurance. It is issued for a specific period of time and is renewable for successive periods at the option of the insured. For IDG employees this means that as long as you elect to continue payroll deductions to pay for the insurance, you are continuing to renew your coverage. Term insurance accumulates no cash value over time.

Information packets with more details and an application will be distributed in February. Please see your local Human Resources Department if you have any questions regarding this Plan.

HR Updates–A Good Reference for the Future

The *HR Update* provides you with useful information about your benefits, HR programs and company information. Because you may want to keep these issues for future reference, we are producing a tab insert for your employee handbook entitled "HR Update" so you can store the issues there.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK February 10, 1992

e Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. ew positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

RECEPTIONIST (IDG)
Responsibilities include front desk reception, switchboard duties, message taking, word processing and international mailings. Seeking candidate with excellent communication skills and at least one year of office experience.

ASSOCIATE EDITOR FOR APPLICATIONS (LPC)
Responsibilities include creating and commissioning 1-2-3 application-model template feature stories for *LOTUS* magazine, as well as generating ideas, commissioning authors and editing applications-template stories. This job involves heavy author contact, reworking 1-2-3 templates, ensuring their business and technical accuracy and editing accompanying stories for style and content. Strong writing and editing skills as well as strong 1-2-3 skills including the ability to build and modify templates a must.

PRODUCTION DIRECTOR (IDC)
Responsibilities include managing the total process of producing printed documents including interface with writers, work flow scheduling, formatting, copy editing, final copy production and printing of research reports, bulletins, special reports and graphic presentations. Requires 7-10 years in production management as well as publishing, graphics production and purchasing of print media experience. Practical hands-on background in dealing with commercial printing companies is a must, including negotiations of pricing, scheduling, follow-up and technical design and lay-out assistance to in-house clients.

INTERNATIONAL SALES ASSISTANT/OFFICE MANAGER (IMS) *Revision*
The International Marketing Services Division is seeking a candidate who will be responsible for all administrative support to the Western Marketing Manger, dealing with international offices and serving as the liaison between U.S. clients. A detail-oriented individual possessing strong organizational and communication skills and an aptitude for numbers is desired. Must be fully Macintosh literate with good command of MS Word and knowledge of Works, Excel and Filemaker. Telemarketing experience a plus.

COPY EDITOR (CBP)
Candidate will be responsible for the editing of the publication. Duties include editing pages, headline writing and copy fitting. 2 or more years of copy editing experience is required.

BUSINESS REPORTER (ENP)
Electronic News is seeking an aggressive reporter to cover the electronics industry. Must have 3 or more years of newspaper editorial experience.

SINGLE COPY REGIONAL SALES MANAGER (IDG/P)
Responsible for implementation of sales and marketing programs for single copy sales of magazines throughout the U.S. West Coast and Canada. Candidate must have established contacts with single copy sales wholesalers and chain buyers and possess familiarity with the workings of wholesaler agencies. Proficiency on Lotus and DBase required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

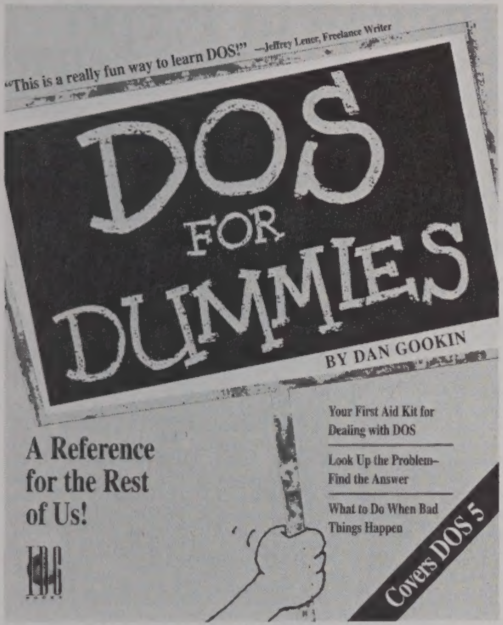
IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: February 10, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Receptionist	Mountain View, CA	L. Forbes	(415)424-8844
IDG	Associate Research Analyst	Research Svcs., Natick, MA	J. Aschenbrand	(508)879-0700
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	D. Young	(617)534-1205
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
LPC	Associate Editor for Applications	*LOTUS,* Cambridge, MA	S. Perry <or> F. Paul	(508)935-4407 (617)225-6808
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Production & Marketing Coord.	IDC Consulting, Framingham, MA	T. LeBlanc	(508)935-4324
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountain View, CA	B. Stephen	(508)935-4269
CBP	Copy Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
ENP	Business Reporter	*Electronic News,* Los Angeles, CA	R. Bambrick	(212)909-5918
ENP	Production Manager	*Electronic News,* New York, NY	R. Sod	(212)909-5922
ENP	News Correspondent	*Electronic News,* Irvine, CA	J. Lydon	(212)887-8316
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IMS	Int'l Sales Asst./Office Mgr.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Asst. Test Development Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld,* San Mateo, CA	W. Boyd	**NO PHONE CALLS**
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW/MPC	Assistant to the Publisher	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Director of Marketing	*PCWorld,* San Francisco, CA	R. Marino	(415)978-3383
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld,* Irvine, CA	C. Canfield	(415)978-3377
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Associate Editor	*Macworld,* San Francisco, CA	C. England	(415)978-3243
MAC	Associate Design Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
MAC	Eastern Sr.Associate Editor	*Macworld,* Boston or New York	A. Mello	(415)978-3246
CWPI	Marketing Communications Coord.	*CWPI,* Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI,* Framingham, MA	C. Polack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	A. Alper	(508)879-0700
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392

IDG Books hits jackpot with *DOS for Dummies*


"This is a really fun way to learn DOS!" —Jeffrey Lener, Freelance Writer
DOS FOR DUMMIES
BY DAN GOOKIN
Your First Aid Kit for Dealing with DOS
Look Up the Problem–Find the Answer
What to Do When Bad Things Happen
A Reference for the Rest of Us!
Covers DOS 5

DOS for Dummies, IDG Books' down-to-earth guide to MS-DOS-based computers, became an instant nationwide best-seller on all major U.S. bookstore chains' computer book lists when it was released last December.

Orders have been coming in at a fast and furious pace ever since. The book is the sixth national best- seller launched by IDG Books since the company was founded in mid-1990.

Written by best-selling author Dan Gookin, *DOS for Dummies* is an irreverent reference that helps novice users solve their DOS problems quick and easily, without unnecessary technical jargon and tedious background information.

The book recently won rave reviews in a *New York Times* computer column. "If all this talk of memory and megabytes has given you a headache, take two aspirin and, in the morning, buy a copy of *DOS for Dummies*. It is a light-hearted survey of the operating system everyone loves to hate, with plenty of sugar coating on its information," wrote L.R. Shannon.

The book provides straightforward information on all DOS functions and problems, such as formatting disks, recovering from application errors and finding lost files. *DOS for Dummies* features "non-nerd" guides to PC hardware and software and a complete, plain English glossary of complex terms.

Illustrated throughout by award-winning cartoonist Rich Tennant, whose cartoons are featured in many IDG publications, the book includes a quick reference card of common DOS commands and essentials. It also covers features of the new upgrade, DOS 5.

The book has already been licensed for six foreign editions, and more are in the works. The translation of the title has led to some interesting creations. For example, the Italian publisher will call the book "Il DOS per tutti quelli che ..'Io di computer non ci capisco niente,'" or, roughly, "DOS for those who say...'I don't understand computers,'" which is meant to be reminiscent of a popular Italian song, "Quelli che...."

DOS for Dummies retails for $16.95 and is available wherever computer books are sold. IDG employees receive a 30% discount on all IDG Books if ordered directly from the publisher.

To order or for more information, call IDG Books at 800-762-2974 from 7 a.m. to 5 p.m. PST, or send a fax to 415-358-1260. To receive the discount, remember to mention that you're an IDG employee.

Solomon named publishing director at IDG Books

IDG Books has appointed David Solomon to the new post of publishing director. He will be responsible for directing all editorial and developmental activity for the company, including the acquisition, editing, technical review and interior design of all trade computer books.

Solomon will launch a new Midwest editorial office based in Indianapolis, Ind., where he resides. His wife, Terrie Lynn Solomon, has served as acquisitions editor at IDG Books since last summer.

Solomon joins IDG after serving for two years as director of product development at New Riders Publishing, a unit of Prentice-Hall Computer Publishing. From 1985 to 1990 he was a product development specialist for Que Corp. Before entering publishing, Solomon spent 11 years working for a bio-medical instrument manufacturer in various computer operations positions. He has written or co-authored more than a dozen computer books within the last six years.

"David is an extraordinary talent," said John Kilcullen, president and publisher of IDG Books. "His book management experience combined with his authoring credentials provide first-hand insight into the development of computer book best-sellers. He will be instrumental in shaping IDG Books' editorial vision for years to come."

"It is clear to me that IDG Books will emerge as one of the stronger players in computer book publishing in the 1990s," Solomon said. "The opportunities to develop a computer book publishing office in Indianapolis are great. With the tremendous response from the marketplace, I anticipate that our editorial operation will grow rapidly."

Solomon graduated from Indiana University and received technical training in the U.S. Air Force. Outside the office, he enjoys photography and antiques.

Calendar 1 2 3

- **FEBRUARY 20-22**
  Macworld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **MARCH 1-3**
  European Managers Meeting
  Helsinki, Finland

- **MARCH 5**
  IDC Industry Briefing Session
  Fairmont Hotel
  San Jose, Calif.

- **MARCH 8-11**
  CIO Perspectives Conference
  "The Business of IT: Finding the Payoff"
  Loews Coronado Bay
  San Diego, Calif.

- **MARCH 12**
  IDC Industry Briefing Session
  Marriott Copley
  Boston, Mass.

- **MARCH 23-25**
  PC Windows
  Stockholm International Fairs
  Stockholm, Sweden

- **MARCH 27**
  Distribution Channels Conference
  IDC Italy (sponsors)
  Milan, Italy

- **APRIL 6-9**
  SunWorld Expo
  Santa Clara Convention Center
  Santa Clara, Calif.

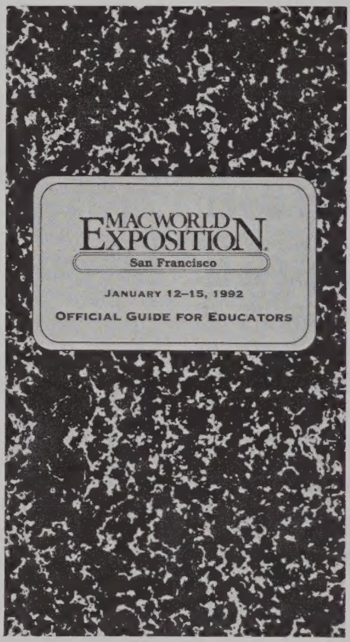
- **APRIL 10-11**
  Asia/Pacific Managers Meeting
  Sydney, Australia

- **APRIL 13-15**
  IDG Worldwide Editors Meeting
  Tokyo, Japan

A+ Publishing's MacResource Center debuts at Macworld Expo

A+ Publishing, Inc., Apple Computer, Inc., and Mitch Hall Associates recently joined forces to sponsor the MacResource Center and a show publication titled *The Official Guide for Educators* at last month's Macworld Expo in San Francisco.

Twenty thousand copies of *The Official Guide for Educators* were distributed in the lobbies of both exhibition halls. The guide listed companies and products of interest to educators, as well as education-related conferences. "Ask About Macintosh in Education" signs, located at participating companies' booths, helped show attendees identify more than 100 companies providing literature in the MacResource Center.



"The goal of the MacResource Center was to provide educators attending Macworld Expo easy access to information about the Macintosh education market and the opportunity to find solutions to their unique problems," explained **Peg Brown**, director of marketing for A+ Publishing, Inc. "It also offered an area away from the frantic pace of the show floor where educators could network with colleagues, meet with representatives from Apple Computer's Education Group, and chat with *inCider/A+* editors."

The 3,200-square-foot MacResource Center consisted of a variety of hands-on areas and a meeting area complete with comfortable chairs, a large conference table, and free soft drinks. One station, for example, focused on Macintosh-Apple II connectivity, and *inCider/A+* editors were available to discuss the connectivity issues that so many schools are facing in today's multi-platform world.

Apple Computer offered educators numerous services, including a look at its multimedia-based school-district planning guide, a customized list of recommended software, a direct telephone line to its customer-service center, and information on how the Apple User Group Connection is helping educators learn more about computing in the classroom.

More than 4,000 attendees visited the room and many took the time to fill out a survey prepared by A+ Publishing and Apple Computer. Survey results will be used to plan a strategy for serving the Macintosh education market at future Macworld Expos. The surveys were also used as entry forms for daily drawings for education software.

Jeff Orloff from Apple's K-12 Education Marketing Group and David Eliot from Mitch Hall, along with Brown from A+ Publishing, developed and coordinated the guide and the MacResource Center.

"The MacResource Center is part of the cooperative marketing plan we put together with Apple Computer for the Apple education market," said Brown. "Our greatest challenge was putting together the guide and MacResource Center in just five weeks. It wouldn't have been possible without the efforts of Jeff, David, and the staff at A+ Publishing, particularly **Doreen Means**, our desktop-publishing manager."

"You have to give high marks to both Apple and Mitch Hall Associates for recognizing the importance of the Macintosh education market," said **Dan Muse**, editor-in-chief of *inCider/A+*. We're looking forward to another MacResource Center at the next Macworld Expo. In addition to helping educators, it's a great way for us to meet our readers."

East West Foundation gets White House audience

Conference promotes coordination of private-sector aid to former U.S.S.R.

The East West Education Development Foundation was among 250 aid organizations that participated in the Conference on Private Sector Assistance to the Commonwealth of Independent States in Washington, D.C. on January 22-23.

The conference represented the U.S. government's continuing effort to coordinate hundreds of private sector organizations and create an aid program for the former Soviet Union that's not taxpayer intensive. President George Bush and U.S. Secretary of State James Baker were among the featured speakers.

The East West Foundation was the only group present that represented the computer industry, said executive director **Alex Randall**, adding that it was an honor to be invited to the high-level event. He said that East West's unique mission has been recognized as a key vehicle for technical assistance in the entrepreneurship area.

One year ago, IDG Chairman **Pat McGovern** provided seed money to create the foundation, which places donated computer equipment in educational institutions in the former Soviet Union and eastern Europe to assist in countries' evolution to democratic societies.

A GLIMMER OF HOPE

Randall said it was gratifying to see how many other conference attendees with ties to the republics had been recipients of East West donations.

The conference not only gave Randall a chance to meet with representatives of major foundations, but it also introduced East West to many organizations that have mobilized large numbers of volunteers who can provide training in the CIS—and serve as high-tech couriers.

"None of these organizations, such as the Service Corps of Retired Executives, had ever thought of bringing computers with them," Randall said. "Suddenly, they had a glimmer that all they could do would have vastly more impact."

For more information on how to donate or serve as a volunteer courier, call East West at (617) 542-1234, fax (617) 542-3333.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Diane Martin - *CIO*

TWELVE YEARS
Kim Pennett - CW Publishing
Steve Sieck - LINK Resources

ELEVEN YEARS
Joanne Boiardi - CW Publishing

NINE YEARS
Carl Marchi - CW Publishing

EIGHT YEARS
Gail Rizzo - CW Publishing
Iris Clench - IDG Australia

SEVEN YEARS
Paul Bonarrigo - CW Publishing
Patty Faherty - CW Publishing
Libby Levinson - IDG
Laurie Flynn - *NeXTWORLD*
Alain Paccagnella - IDG France

SIX YEARS
Deb Goldstein - List Services

FIVE YEARS
MaryAnne Sinville - IDC
Kathryn Kress - CW Publishing
Paul Mercer - CW Publishing
Marty Garchar - *Macworld*
Vilma Kalocsai - IDG Hungary
Laszlo Varga - IDG Hungary

FOUR YEARS
Laura Sears - IDG
Bruce Stephen - IDC
Gregg Pinsky - CW Publishing
Liza Weiman - *Macworld*
Carole Prigent - IDG France

THREE YEARS
Scott Stein - TISC
Michael Kahn - IDC
Donna Kirkey - *Network World*
Kevin Normandeau - *PC World*
Jean-Loup Hugodot - IDG France
Geraldine McKeon - IDC U.K.
Tibor Meszaros - IDG Hungary

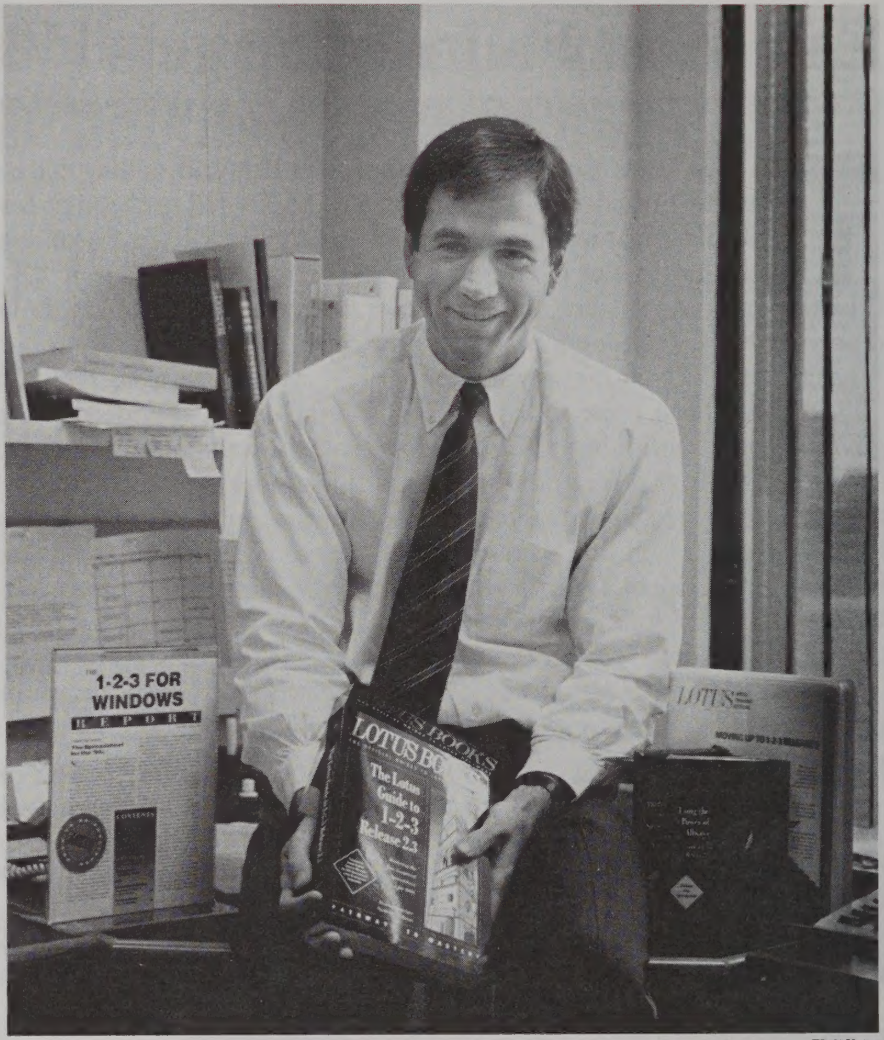
TWO YEARS
Alec Brown - IDG New Zealand
Charles Boyd - CW Publishing
Kimberlee Smith - CW Publishing
Nanci Farquharson - *Network World*
Sandra Rosenzweig - *MPC World*
Wendy Kassner - *Publish*
Setsuro Tamai - WEC/Japan
Györgyi Birkus - IDG Hungary
Aniko Krajnyak - IDG Hungary
Peter Körosy - IDG Hungary
Rozsa Szökreny - IDG Hungary

ONE YEAR
Gunn H. Smukkestad - IDG Norway
Thomas Peacock - *Computer Buying World*
Deborah Brennan - IDG
George Bond - *Computer Buying World*
Susan Powers - *FCW*
Trish Sinclair - IDG New Zealand
Izumi Okamoto - *Macworld Japan*
Bonnie Shishido - *Macworld Japan*
Noelle Rome - CW Publishing
Thomas Christensen - IDG Denmark
Ayako Miyazaki - WEC/Japan
Caron Schuman - IDG Australia

Do-er's profile

Dick Ridington

- **PROFESSION**: Director, Business Development, Lotus Publishing
- **HOME**: Lexington, Mass.
- **JOINED LOTUS PUBLISHING**: October 1986
- **BEST PART OF YOUR JOB?** The "people aspect" of it, as well as the nearly continuous change that's involved in business development.
- **MOST CHALLENGING PART OF YOUR JOB?** Lotus Publishing is being transformed into a multiproduct company—not just a magazine publishing company. The challenge lies in helping the existing organization adapt to the new character of our business.
- **INTERESTS**: Reading essays and mountain biking
- **DREAM VACATION?** Easter Island in the South Pacific. As a history buff, I'd like to see the carvings and hieroglyphics that are there, left behind by a people who had no written language.
- **LAST BOOKS READ**: *Travels* by Michael Crichton and *Out of My Life and Thought: An Autobiography* by Albert Schweitzer
- **FAVORITE QUOTE**: "Great literature is simply language charged with meaning to the utmost possible degree." - Ezra Pound



World Update

- **MANAGER'S PROFILE**: "Dick adds so much to our business. His extensive editorial background and in-depth knowledge of Lotus' technology and customer needs, combined with his ability to identify new business opportunities, has helped LPC develop and launch *LOTUS*Books, *LOTUS*Videos and *LOTUS*Newsletters, as well as a LotusWorld exposition and conference, over the past 15 months."

IDG *World Update*

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NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

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Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes more than 176 newspapers and magazines in 49 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 48 computer-related exhibitions and conferences in 19 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Record number of attendees flock to ComNet '92
- PAGE 4

NeXTWORLD Expo makes debut in San Francisco
- PAGE 5

IDG Denmark employee is first to celebrate 10 years
- PAGE 7

IDG World Update

VOLUME 22, NUMBER 7
FEBRUARY 17, 1992

Hungary adds *PC World* to roster

As 1991 was coming to a close, IDG Hungary was busy launching its third magazine, *PC World Hungary*.

More than 70 IT executives and industry leaders were invited to a press conference and a lunch reception following the announcement.

Hungarian General Manager **Istvan Biró** provided attendees with an overview of IDG Hungary and its parent company's deep involvement and commitment to the support of the Hungarian IT market.

The local market was alerted to the impending arrival of *PC World Hungary* through a massive advertising campaign that included advertisements in the general, commercial, daily and provincial press, IDG Hungary's other publications, and spots on both radio and television as well as a direct mail campaign.

Hitting the streets the second Wednesday of each month, *PC World* is committed to addressing the needs of IS executives and professional users, as well as the long-neglected home user.

PC World will also offer up-to-date information for readers who, after the restructuring of the country's economy, are demanding high-quality brand name computers and software.

Biro noted, "The lifting of the COCOM restrictions gave yet another push toward the creation of a high-quality installed base. In Eastern Europe, Hungary is leading the way to a market economy. There are thousands of ventures in the country specializing in the development, trade and application of computer systems."

IDG Hungary

Istvan Biró fields questions at the press conference announcing the launch of *PC World Hungary*.

"The new magazine has been very well received, people are talking about it and subscription requests are arriving constantly," noted **Judit Akos** who was responsible for organizing the press conference and the *PC World Hungary* advertising campaign.

PC World Hungary is also attracting a large number of advertisers by running, for the first time, ads in full four-color spreads.

Editors share roundtable with CEOs

Leading industry executives and IDG editors traded questions and answers during the first Editorial Board Meeting, which was held February 10-11 at IDG headquarters in Boston.

The meeting, coordinated by IDG's Marketing Services Division, was designed to provide industry chief executive officers with a better understanding of the depth of IDG's global reach and to give editors insight into key vendors' marketing strategies and outlooks.

- SEE PAGE 2

World Update

Marcia Blumenthal, John Gallant and Bill Laberis take note of a comment made at the editorial board meeting.

Editors

- FROM PAGE 1

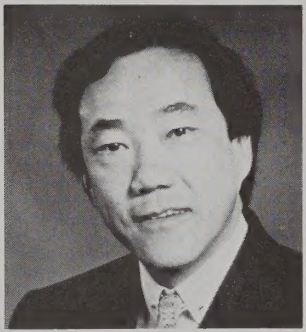
Charles Wang, CEO of Computer Associates; Jim Manzi, CEO of Lotus Development; and Barry Bellue, CEO of Fifth Generation Systems each spent half a day with the editorial board. Wang and Manzi also brought along senior communications, planning and marketing staff members.

Representing IDG's U.S. publications were **Marcia Blumenthal**, *CIO*; **George Bond**, *Computer Buying World*; **Bill Laberis**, *Computerworld*; **Charlie Babcock**, *Digital NEWS*; **Edith Holmes**, *Federal Computer Week*; **Stewart Alsop**, *InfoWorld*; **Peter Bartolik**, *Lotus*; **Adrian Mello**, *Macworld*, **John Gallant**, *Network World* and **Phil Lemmons**, *PC World*. **Laura Janney** of *Computerworld Hong Kong* and **Peter Hvidtfeldt** of *Computerworld Denmark* were the first participants from a rotating group of international editors.

IDG International News Group President **David Hill** moderated the sessions. After the editors gave brief descriptions of their publications' missions, each CEO presented his company's outlook for 1992. The forum was then opened for group discussion.

"The question-and-answer sessions were lively and informative, and we got a sense of what was driving the companies from the CEOs' extended comments," said *Digital NEWS*' Babcock, who said he was pleasantly surprised that the CEOs participated in a less formal fashion than he anticipated. "Editors and CEOs walked away with a sense of knowing each other better."

Hvidtfeldt from IDG Denmark said he was also impressed by the CEOs participation. "It was a great opportunity to hear what the people at the top had to say," he said.



Charles Wang, Computer Associates

"OS/2 is a good, powerful operating system. We'll have to wait and see the next version. If the next version doesn't do it, the game is over."

"I think the people who have to outsource have screwed up. . . . You're taking a department that is out of control and giving it to somebody else, and paying a premium."

"There has been excessive turnover in the top echelon of the company in the last 12 to 15 months. Do we have a stronger team than 12 months ago? The answer is categorically yes. Would we rather have not gone through the turnover? Again, categorically yes."

"We're betting the company on communications."

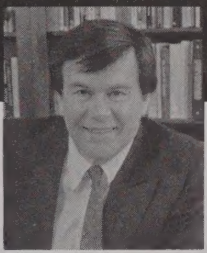
Jim Manzi, Lotus Development

Barry Bellue, Fifth Generation Systems

"We sell the underwear of the software business — the utilities. We build stuff to take care of the inadequacies of operating systems."

"The software business is a service business first, not a technology business."

On line



ASK PAT

Q What were your original expectations for IDG when it first began as compared to now?

My original hope for IDG was that it would be able to help a lot of people understand, acquire and use information technology effectively. I started IDG with a newsletter and with market research services. I did not have a grand 500 page corporate plan! I decided instead to let our customers and prospects be our corporate planners. I just kept listening to them and continuing on my mission. I always dreamed that IDG could help people around the world, but quite frankly, I never imagined that we would be present in over 50 countries in 1992!

Q *Federal Computer Week* recently achieved supremacy against its competition. Does IDG plan to acquire or start a similar publication covering state and local government?

A Not at this time. These business units have not indicated to us that they need to make any acquisitions to achieve their strategic objective. *FCW* already has a joint marketing agreement with *Government Technology* magazine, the leading publication covering state, city and local government. Also, ISG, IDG's advisory service for executives in the public sector, has been achieving considerable success in expanding its services to state and city governments.

Q The current "wave of technology" is pointing toward consumer-based networking. How will this impact how IDG distributes its publications? Will there be electronic distribution of a publication soon?

A When IDG was founded, we made a 40-year forecast of the distribution of information technology to the marketplace. At that time we identified the 1990s as the point when the origination of integrated consumer information system networks would occur.

We believed that, at that point, powerful computer systems would be affordable for use in the home. We believed that the development of electronic distribution techniques, such as CD-ROM disks, online services, cable delivery services, direct satellite broadcast services and other forms of wireless services would be increasingly available to deliver information, education, and recreation entertainment to the home on demand.

IDG business units are focused on serving their customers with the most timely and useful information. The form in which this information is delivered is constantly adjusted to serve changing customer needs. Our first product ever, in 1964, was a market database delivered only in electronic form (magnetic tape in those days). Our printed publications began to offer online access to their full text in the late '70s. Publications serving the home market, like *GamePro*, now have a print publication, an information-on-demand service via a 900 telephone number service, and a weekly television program, to deliver information to the home market. *Amiga World* delivers many of its desktop application reports in video form. Several IDG publications focused on the consumer market offer on-line interactive delivery of information.

So, the action of IDG in the electronic distribution field is from the ground up. Each of our business units analyzes its customers' needs and responds by providing the information needed in the format and method of distribution most appropriate to that customer need.

Q IDG's MSD division recently held a meeting in Arizona. How can it justify doing so, when Arizona is the only state in the country without a holiday to honor Martin Luther King, Jr.?

A The MSD meeting was designed to attract our major customers to a location where they could not only learn about global IT trends, but also spend time with IDG executives in a relaxed environment with opportunities for outdoor recreation. Since the meeting was held in January, southern parts of the U.S. were the most appropriate locales. MSD considered factors of availabilty, meeting facilities, closeness to our customers' locations and range of recreational activities, and only a location near Phoenix, Arizona qualified. And, as you may know, a bill is on its way to passage in the Arizona State Legislature to make Martin Luther King Day a state holiday.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

Calendar 1 2 3

- **MARCH 1-3**
  European Managers Meeting
  Helsinki, Finland

- **MARCH 5**
  IDC Industry Briefing Session
  Fairmont Hotel
  San Jose, Calif.

- **MARCH 8-11**
  CIO Perspectives Conference
  "The Business of IT: Finding the Payoff"
  Loews Coronado Bay
  San Diego, Calif.

- **MARCH 12**
  IDC Industry Briefing Session
  Marriott Copley
  Boston, Mass.

- **MARCH 23-25**
  PC Windows
  Stockholm International Fairs
  Stockholm, Sweden

- **MARCH 27**
  Distribution Channels Conference
  IDC Italy (sponsors)
  Milan, Italy

- **APRIL 6-9**
  SunWorld Expo
  Santa Clara Convention Center
  Santa Clara, Calif.

- **APRIL 8-10**
  Macworld Expo Sweden
  Stockholm International Fairs
  Stockholm, Sweden

- **APRIL 10-11**
  Asia/Pacific Managers Meeting
  Sydney, Australia

- **APRIL 13-15**
  IDG Worldwide Editors Meeting
  Tokyo, Japan

ComNet '92 expands offerings, draws record crowd of 30,170

World Expo Corp.

The ComNet '92 team (front, L-R): Janet Morita, Susan Granata, Sally Reinfeld, Theresa Coffey, Therese Merrell, Maureen McCann, Rachel Winett, Robin Andreola. (Back, L-R): Bill Leitch, Judy Dandison, Sandy Cincotta, Barbara Inglese, Richard Vendula, Glenn Gaudet.

As the curtain came down on the 14th annual ComNet show in Washington, D.C. last month, the attendance figures rose to the highest total ever: 30,170.

According to Show Manager **Robin Andreola** of World Expo Corp., ComNet's success could be measured not only through the number of attendees and exhibitors (450), but also by the popularity of several new elements of the show.

"ComNet has always been the forum for new product launches, and we were pleased to introduce the New Product Achievement Award Competition this year, as it recognizes the hot new products as voted by leading media representatives and ComNet attendees," Andreola said.

The winners, cited for making the greatest contribution to the communications industry for this year, were Compression Labs, Inc. for its Rembrandt II/VP; Cylink for its FTI Access Radio; MCI for its MCI Perspective; Newbridge Networks for its TAP System; and Tellabs for its HDSL Transmission System.

The new products were displayed in a special showcase along with booth numbers where more information about the products was available. The winners were honored at an exhibitor reception during the show.

A new portion of the conference program, the one-and-a-half day Executive Symposium, attracted more than 100 registrants and will be expanded next year. More than 1,400 attendees registered on site for the main conference program.

ComNet's first show daily, *The ComNet Daily News* sponsored by *Network World*, was well-received by vendors who placed ads as well as attendees who caught up on the latest show news.

Another new ComNet feature, the Partner-Country Program, highlighted the latest communications developments in a select country. Representatives of France Telecom, the first participant, staffed a special booth to demonstrate their innovations and discuss business opportunities in joint ventures and marketing with both exhibitors and attendees.

Japan, Mexico and Czechoslovakia are tentatively on the program at future ComNet shows. ComNet West in San Francisco will take place July 20-23.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK February 17, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

FULFILLMENT/REGISTRATION SUPERVISOR (WEC)

Candidate will supervise fulfillment and registration operations. Will appropriately staff both areas with contract employees to achieve maximum effectiveness during peak periods. Will also set priorities, monitor progress and troubleshoot issues with in-house databases. Requirements include: PC literacy, DOS proficiency and familiarity with bookkeeping principles. Experience with trade shows or familiarity with registration processes a plus.

ASSISTANT MANAGING EDITOR - NEWS (NWW)

Responsible for reading and editing all news copy, suggesting long-range and breaking news story ideas, helping writers develop story ideas, and assisting in the weekly layout of news section. Must have at least two years of journalism experience in the telecommunications industry. Strong writing and editing skills and the ability to make decisions under pressure required. Management experience is helpful.

REGIONAL SALES MANAGER (CIO)

Seeking a senior level sales person with 8-10 years of solid advertising space selling experience to cover the NY, NJ, CT and PA area. Must have high tech. experience and the ability to call on senior managers at company level as well as interface with agencies. Candidate must be a strong presenter, be able to operate as a self-starter and have the ability to close sales.

SALES/MARKETING ASSISTANT (CIO)

This position will support the Advertising Sales and Marketing Specialist with day-to-day activities. Duties will include filing, copying, phone coverage, mailings, maintenance of databases, coordination of projects with outside sales team, and other general office tasks. Must be a team player, detail-oriented and have excellent organizational skills. Accurate typing of 50 wpm and Macintosh experience a plus.

ACCOUNT MANAGER (PCW)

Responsible for pursuing all advertising opportunities through creative and imaginative sales techniques, maintaining professional and consistent performance in fulfilling all sales goals. Knowledge of the IBM and compatible industry preferred. Prior sales experience in the publishing industry required. Candidate must be able to juggle multiple tasks and must possess excellent organizational skills. Supervisory experience a plus.

SECRETARY - SALES AND MARKETING (TISC)

This full-time position reports to the Vice President of Sales and Marketing. Primary responsibilities include answering and directing phone calls, typing forms and correspondence, coordinating travel arrangements, tracking schedules and maintaining files and databases. Other duties may include liaison work with trade shows and outside vendors and the facilitation of some marketing projects. Candidates should have previous secretarial experience and be able to type at least 50 wpm. Experience with Macintosh word processing and database applications is required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division:

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW GPI	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: February 17, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Receptionist	Mountain View, CA	L. Forbes	(415)424-8844
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Payroll/HRIS Administrator	Framingham, MA	B. Corry	(508)935-4416
IDG	Part-Time Mail Center Asst.	Boston, MA	D. Young	(617)534-1205
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	Fulfillment/Registration Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Assistant Managing Editor - News	Framingham, MA	J. Gallant	(508)820-7426
LPC	Associate Editor for Applications	*LOTUS*, Cambridge, MA	S. Perry <or> F. Paul	(508)935-4407 (617)225-6808
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Production & Marketing Coord.	Framingham, MA	T. LeBlanc	(508)935-4324
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
IDC	Senior Analyst, PC Hardware	Mountain View, CA	B. Stephen	(508)935-4269
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Sales/Marketing Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
ENP	Business Reporter	*Electronic News*, Los Angeles, CA	R. Bambrick	(212)909-5918
ENP	Production Manager	*Electronic News*, New York, NY	R. Sod	(212)909-5922
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IMS	Int'l Sales Asst./Office Mgr.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IFW	President/Publisher	*InfoWorld*, San Mateo, CA	W. Boyd	**NO PHONE CALLS**
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW/MPC	Assistant to the Publisher	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Eastern Sr.Associate Editor	*Macworld*, Boston or New York	A. Mello	(415)978-3246
CWPI	Marketing Communications Coord.	*CWPI*, Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
TISC	Secretary (Sales and Marketing)	Framingham, MA	P. Doggart	(508)935-4379
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
IDG/P	Part-Time Human Resources Asst.	Peterborough, NH	G. Lodge	(603)924-0392

First NeXTWORLD Expo has universal appeal

It was a banner premier for NeXTWORLD Expo, as more than 5,000 NeXT users, developers and programmers traveled state lines and international boundaries to attend the three-day event, held in San Francisco last month.

Expo attendees represented all but five of the U.S. states, most Canadian provinces, and 33 foreign countries. The international list boasted 70 attendees from Germany, 55 from Japan and 44 from France.

One attendee from the University of Milan in Italy said he started packing his bags the minute he heard about the show. "Of course I must be there," he said.

Show producers said that exhibitors felt that the Expo demonstrated that NeXT has finally gained the credibility to grab the attention of its competitors and the industry.

NeXTWORLD Associate Publisher **Jeannine Barnard** noted that the show floor was buzzing with attendees checking out the wares of 74 exhibitors on 13,000 square feet of floor space.

World Expo Corp.

NeXTWORLD Expo attendees crowd around the NeXT booth

One element not accounted for by organizers was the large draw of registrants from the UniForum show being held concurrently across town at the Moscone Center.

According to *NeXTWORLD*'s Senior Editor **Dan Lavin**, more than 3,000 attendees overflowed the Civic Auditorium's main seating into the balconies to hear Steve Jobs announce Version 3.0 of the NeXTstep operating system software and its availability for the Intel 486 platform. Jobs also announced his company's new line of NeXTstation Turbos and an inexpensive color printer.

"The user and developer conferences were way overbooked. Approximately 600 people registered the first day of the three-day developer conference — twice the number of those planned," said Barnard.

The two-day user conference also drew twice the anticipated crowd, and a one-day gathering of worldwide user group members attracted over 300 attendees.

MACWORLD Expo organizers plan for 1992

The third annual MACWORLD Expo International Organizers meeting, held last month in San Francisco just before that city's Macworld show, proved once again to be a productive information exchange.

Attendees from 10 countries—Australia, France, Germany, Hong Kong, Japan, New Zealand, the Netherlands, Spain, Sweden and the U.S—had a chance to learn from each others' experiences and share techniques for producing another round of successful MACWORLD Expos in '92. The participants included IDG employees as well as individuals from companies WEC forms partnerships with to produce the show in selected areas.

Participants from IDG publishing offices included **Sandy Butler**, **Shannon Dolan** and **Christine Wong**, Macworld Communications; **Peter Evansson**, **Torgny Husén** and **Hans Lofgren**, IDG Sweden; and **Martin Taylor**, IDG New Zealand. Among the World Expo representatives were **Megumi Okamoto** and **Setsurou Tamai**, WEC/Japan and **Alan Tayt**, WEC/Australia.

World Expo Corp.

WEC/Europe's Patrick Dexyl (right) joins the assembly of MACWORLD Expo show organizers at their third annual meeting in January.

WEC President **Cherif Moujabber** and WEC regional vice presidents **Rich Caplan** (North America), **Patrick Dexyl** (Europe) and **Cary Sun** (Asia) opened the two-day session with an overview of World Expo Corp. and the global MACWORLD Expo family of shows, followed by presentations by the organizers on their individual shows.

"This was a great opportunity for the organizers not only to gain new insight into exhibitor and attendee promotion campaigns, but also to have a better understanding of the variety of Macintosh markets around the world," Moujabber said.

International Marketing Coordinator **Deborah Paul** acquainted the group with the MACWORLD Expo worldwide marketing campaign, and WEC/Germany General Manager **Mike Blackman** led a discussion on registration systems as well as merchandising and exhibitor sponsorship. One guest speaker presented tips on developing successful conference programs.

The meeting concluded with breakout sessions to discuss regional concerns.

Noteworthy !

PROMOTIONS

Network World's **Charlie Bruno** steps up from his post as assistant managing editor, news to features editor. According to Editor **John Gallant**, "Charlie's organizational skills, commitment to editorial quality and attention to detail and deadlines will be a strong addition to the [features] department." Bruno will be working with Managing Editor—Features **Jim Brown** to build on the features section.

TRANSFERS

Summers

World Update

Shannon Summers has joined the staff at *Network World* as account executive, product classified advertising, where she will handle advertising sales for the "Marketplace" section. Previously, she served as a sales associate for *Federal Computer Week*, working out of the Natick, Mass. sales office. Summers has a BS in international business and marketing from Ohio State University and enjoys touring the Boston area, skiing and mountain biking.

■ ■ ■

Formerly with *Publish*, **Michael Lester** can now be found at *MPC World* where he is serving as managing editor with "very similar responsibilities." Lester has a BA in political propaganda from the University of Pennsylvania and enjoys "jamming" with the Rolling Stones in his free time.

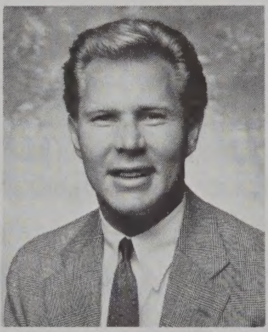
NEW EMPLOYEES

After four-and-a-half years of working part-time and contracting for *Macworld*, **Susan Grant** joins as full-time assistant to the editor-in-chief. She has a BA in film from San Francisco State University and enjoys film making when not chasing after her two-year-old.

■ ■ ■

Edith Herman has been appointed senior correspondent for *Federal Computer Week*. Before joining IDG, she was a media relations manager with AT&T for seven years. Herman has a BA in English from Purdue University and makes time for traveling, photography and gardening.

■ ■ ■


Pronenko

SunWorld

David Pronenko joins *SunWorld* as West Coast manager/group paid division. He is responsible for the development of new lines of revenue and working on projects for the Integrated Media Inc. publications. Prior to his most recent position as *Road & Track*'s western advertising sales manager, he served at *Micro Marketworld* and *Network World* from 1984 to 1989. He has a BA in liberal arts from California State University/Fullerton and enjoys most outdoor sports and spending time with his family.

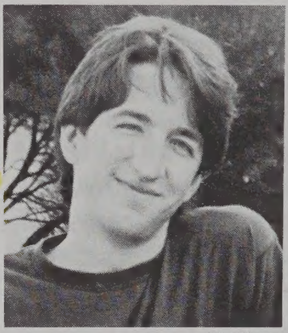
■ ■ ■

Computer Buying World welcomes **Kristin Ann Neubauer** on board as district sales manager in charge of the southwest territory. Neubauer held the same position at her previous post with CMP's *UNIX Today!* She received a BA from Fullerton college and enjoys cooking and reading in her spare time.

■ ■ ■

Richard Johnson has been named copy chief for *PC World*. A long-term freelance copy editor for *PCW*, he also recently worked as the night type supervisor for *The Daily Californian*. Johnson holds a BA in English from the University of California/Berkeley.

■ ■ ■


Gale

World Update

Bob Gale joins *InfoWorld* as copy editor. Most recently in the same position with the *Tri-Valley Herald* in Pleasanton, Calif., Gale's responsibilities include headline writing, page layout and copy editing. He has a BA in English from the University of the Pacific in Stockton, Calif., and lists reading, hiking and playing bass guitar as some of his favorite free time hobbies.

■ ■ ■

Technology Investment Strategies Corp. welcomes **Janet Burgess** as office assistant. A recent graduate of Regis College, where she earned a BA in business administration, Burgess enjoys writing, running, and logging flight time in pursuit of her private pilot's license.

■ ■ ■

Wylie

World Update

Based in the West Coast office, **Margie Wylie** joins *Network World* as senior editor covering LAN issues. A former IDGer, Wylie was previously a senior writer at *InfoWorld* in 1989 and most recently at *MacWeek* where she was an executive editor covering connectivity and assigned, edited and wrote news, analysis and features pieces for the publication. Wylie has a BS in psychology from Brigham Young University and says that when she is not busy digging up dirt, she enjoy 'playing in the dirt' (gardening), and cooking up the results. She also reads voraciously and, after a long hiatus, is studying Madarin Chinese again.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Richard Priante - *Network World*

TEN YEARS
Magdalena Axelsen - IDG Denmark

EIGHT YEARS
Sieglinde Pöschel - IDG Germany

SEVEN YEARS
Karol Lange - CW Publishing

SIX YEARS
George Newman - IDC
Linda Gorgone - CW Publishing
Martha Watjen - WEC

FIVE YEARS
Hilary Utley - IDC U.K.
Penny Stevens - IDG
Stephen Tozeski - IDG
Brenda Shipman - IDG

FOUR YEARS
Claire Gillan - IDC
Kevin Burns - IDG
Linda Bussiere - *SunWorld*

THREE YEARS
Véronique Gilbert - IDG France
Anne McCready - IDC
Patricia Miller - IDG
Luann Nightingale - CW Publishing
Susan Collins - *Network World*

TWO YEARS
Val Boyd - IDG New Zealand
Michael Kizilbash - IDC
Dave James - PC World
Johanna Eaves - *Digital NEWS*
Deborah Paul - WEC
Letitia Clementi - WEC
Eddie Ramirez - *Macworld*
Carmen Liermann - IDG Germany

ONE YEAR
Marsha Kaye - IDG New Zealand
John Morrell - IDC
Chris Whelan - *Digital NEWS*
Bonita Cox - CW Publishing
Sarah Engman - IDG
Helene Lansberg - IDGHQ
Kerrie Gale - IDG Australia
Louise Munkman - IDC Australia

Accolades for a decade

IDG Denmark

Magdalena Axelsen had a chance to meet Czech President Vaclav Havel during his visit to Copenhagen last summer and talk about recent developments in her native country.

On February 15 Financial Controller Magdalena Axelsen became the first IDG Denmark employee to celebrate 10 years with the company. Her colleagues honored her tenure recently with an afternoon reception at the IDG office.

Axelsen came to IDG, then known as Computerworld Denmark, just six months after its start in 1981. In fact, her home served as the site of the summit meeting that produced the decision to launch IDG's first publication in Denmark. Attendees at that meeting included IDG Chairman Pat McGovern and Axelsen's husband, who was a member of the original team that introduced *Computerworld* to Danish readers.

Born in Czechoslovakia, Axelsen emigrated to Denmark 20 years ago but frequently returns to her native land to visit family and, occasionally, the local IDG division in Prague. She cherishes the opportunity she had last summer to meet and dine with Czechoslovakian President Vaclav Havel, who accepted a prestigious prize at Copenhagen University.

"Magdalena enjoys the privilege of being an extraordinarily important colleague to the entire IDG staff," said General Manager Preben Engell, who emphasized the crucial nature of Axelsen's responsibilities in a rapidly expanding company.

"No one is more 'IDG-ish' than Magdalena. Her skills, loyalty and dedication to IDG Denmark and her colleagues are incomparable qualities," Engell said.

Off line

This week's cartoon yielded a bountiful crop of wild and witty captions. Selecting the top-of-the-line entries was particularly difficult! Many thanks to all who contributed. Winner Paul Mercer will receive an official "Off line" T-shirt, and the honorable mention winners will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

Jerry Lee Lewis tries computer-aided song writing.
- **John Reichmuth**, IDC

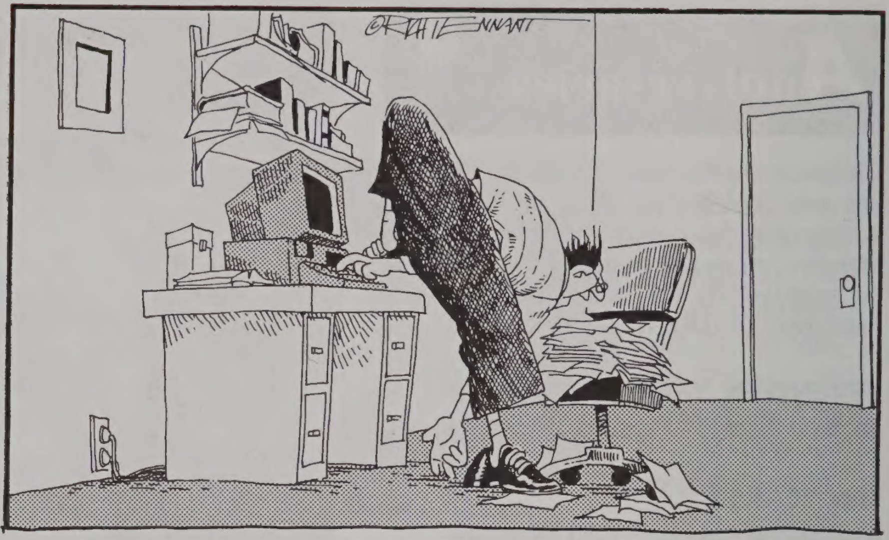
"Wish I could get this ironing board out of my pants."
- **Jon Lesjak**, IDG Australia

Herman researches the feature article for *Computer AerobicsWorld.*
- **Judy Schultz**, CW Publishing

Stuck again, Charlie searches in vain through the installation supplement of the ever-popular game of *OS/2 PC Twister*.
- **Erik Blom**, TISC

"Does the manual really say 'Press Ctrl-Alt-Del-Floor to reboot'?"
- **Ahrvid Engholm**, *PC World Sweden*

Vernon tests out the new software of the computer version of *Twister*.
- **John St. Martin**, CW Publishing



Frank can only hope that all the years of practice and dedication will pay off when he "goes for the gold" in the Olympic Data Entry Dance and Floor Exercises.
- **Paul Mercer**, CW Publishing

"Your modem should now be fully grounded. It is now safe to turn on."
- **David Case**, *Computerworld Japan*

First pants, then shoes.
- **Nancy McSharry**, IDC West

"When they said this job required flexibility, they weren't kidding!"
- **Kim Vito**, *CIO*

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
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Penny Janzen Winn

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VICE PRESIDENT OF OPERATIONS
Craig Pierce

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Sources are a reporter's best friend
- PAGE 3

Newsgathering in Japan has unique elements
- PAGE 4

Editors access the IDG News Service advantage
- PAGE 7

IDG *World Update*

VOLUME 22, NUMBER 8 **FEBRUARY 24, 1992**

news

\n(y)üz\ *n* 1. a report of recent events or; 2 a: material reported in a newspaper or news periodical b: matter that is newsworthy

Special Issue: News gathering

For those people who don't spend their waking hours in an editorial department, it's easy to take for granted how the news gets onto the pages of their favorite publication. Obtaining and laying out time-sensitive information requires synchronicity between editors and writers and adherence to a tightly controlled schedule. This week, IDG World Update *demonstrates how a variety of IDG publications handle their news.*

News is all in a week's work at *Computerworld*

Of all the activities taking place in the high-tech industry each week, which qualify as news? How are they selected? What determines their placement within a publication?

At *Computerworld*, the news cycle for the upcoming week begins on Friday, as the current issue is being transmitted to the printer. Each of the nearby two dozen writers and editors prepares a brief news log that summarizes their ideas for stories or articles for the technical sections and notes any visits by vendors or time away from the office.

"I try to let writers choose for themselves what to cover," said News Editor **Alan Alper**, who will also assign writers to stories that crop up unexpectedly. The logs are submitted to Alper and Assistant News Editor **Tish Keefe**, compiled, and re-distributed that day to the editorial staff as an agenda for the news meeting the following Tuesday.

The news meeting is a free-flowing discussion during which writers flesh out their own story ideas and share resources. During one recent session, Alper drew attention to how one story could be played off another, thereby informing the reader about several facets of the same issue. He frequently affirmed why a story would be particularly valuable to *CW* readers, and the group brainstormed how sidebars or lists could be used to highlight key points.

Participants frequently mentioned contacts they knew who might be helpful to another colleague and contributed additional facts relevant to a particular story. Given that many writers tend to specialize in certain technical areas, participants had

- SEE PAGE 2

World Update

Senior Writer Sally Cusack (right) explains a story idea during *Computerworld*'s weekly news meeting as Clinton Wilder (back, left), Paul Gillin, Elisabeth Horwitt and Nell Margolis look on.

News

- FROM PAGE 1

a chance to catch up on the meaning behind some of the latest buzzwords and terminolgy.

On average, *CW* writers work on four or five stories per week. "It's characteristic of news reporting that you have to drop things in mid-stream and keep going," Alper said. "If something isn't used as a full story, we'll try to use it as a short or move it into a technology section. There's always more news than there's space for, and you have to be flexible."

World Update

CW's Chief Copy Editor Cathy Gagnon (left) and Design Director Nancy Kowal listen to News Editor Alan Alper during a Thursday meeting.

Eight to 10 stories in a given week might be dropped completely for a variety of reasons, including space restrictions, lack of art or substantiation or excessive length.

During the week, Alper and Keefe check informally with the reporters to see how their work is progressing. As each piece is submitted, usually before the end of the day on Thursday, Alper and Keefe review it and either send it to the copy desk or back to the writer for clarification or restructuring.

PLACEMENT PROCESS

Early in the week, Alper and Keefe begin sketching out the placement of the stories. Their decisions are guided in part by layout pages provided by the production department, that show which pages contain display advertising. *Computerworld* adheres to a policy of not running an article about a company or a direct competitor on or opposite the page containing that company's ad. Currently, *Computerworld* tries to maintain an advertising/editorial ratio of 65%:35%.

Page one commands Alper's immediate attention. "We want to have something for everyone," Alper said. "It's important to have a good mix. We try to have at least one PC story, a networking piece and a large systems article, as well as some IS user issues on page one, and a variety of graphics."

Striving for a good mix of stories holds true for the following pages, as well. "We generally like to have content dictate where things go, but that's not always possible," Alper said. Where a story runs can be affected by space restrictions, recent news events, previous placement of a similar article and a myriad of other considerations.

To make sure that the news section placement is on track for the Friday afternoon deadline, the news editors hold a meeting Thursday afternoon with Executive Editor **Paul Gillin**, Design Director **Nancy Kowal** and Chief Copy Editor **Cathy Gagnon**. The group goes through the news editors' placement proposal sheet, noting on each page what kind of art is needed and where the jumps occur.

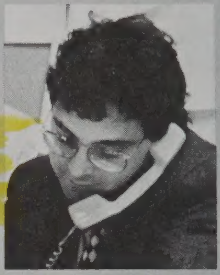
Alper summarizes each story quickly, which helps Gagnon get a sense of the flow of copy and how she can prioritize the copy editors' time. Learning more about the stories also gives Kowal ideas for art that still needs to be developed. Alper is responsible for tagging certain stories that require prominent artwork early in the week and working with Kowal to create an appropriate graphic.

"Let's hope it [the issue] doesn't change as much as it did the last few weeks," Alper said as a recent Thursday meeting concluded.

Recent weeks had been rife with late-breaking news items that required major placement changes and tested the resiliency of the staff.

Whatever lay ahead for the editorial team in the next 24 hours, only one thing was certain. *Computerworld*'s final news pages would be transmitted to the printer at 5 p.m. Friday, and the whole cycle would begin again.

But is it news?


World Update

Alper

When he first assumed responsibility as news editor at *Computerworld*, Alan Alper compiled the following list of general criteria he applies to evaluate a story's newsworthiness and placement.

- **Relevancy (or urgency). How important is the news to our core IS management audience? Will it help them do their jobs better?**
- **Scoop quotient. Are we first with the most complete story possible? (If yes, refer back to question 1).**
- **Timeliness. When did it happen? Have any of our direct competitors reported it?**
- **Sex appeal. Does it offer insight into a topic that has been off limits to both the general and trade press? Is there an intriging or off beat angle to the story?**
- **Hot button. Is it a topic that interests most of our readers?**
- **Inventiveness. Was it a vendor hand-out or did we dig it up? Is there a less obvious angle to explore that would interest our audience?**
- **Thoroughness. How well reported is it? Is everything substantiated?**
- **Deadline diligence. Is the story in on time? Are all facts checked? Does it follow the lines of discussions held with the news and/or assistant news editor?**

A source is a source, of course, of course

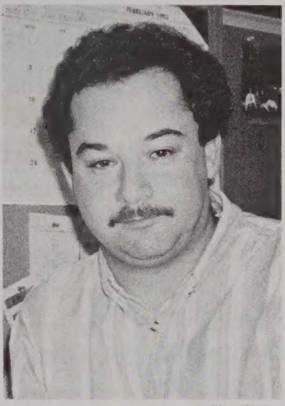
Developing story ideas is the number one job of reporters. But just where do those ideas come from anyway?

Seasoned writers can often depend on industry contacts they have cultivated over the years to provide them with tips, ideas and angles they may not have considered. But even new writers, without the luxury of a list of contacts can find ways to track a good story.

One of the old standbys is following up on information that has been provided in a press release. If it's a new piece of hardware or software, *InfoWorld*'s Senior Editor/ Hardware **Tom Quinlan** suggests contacting a beta user, "They'll know what the good features are, offer opinions, know the problems and be able to tell what problems have been solved with an upgrade."

Other good sources of story ideas are analysts, competitors and suppliers. Expositions and conferences are also great places to make contacts, cultivate sources and generate stories, say many reporters.

Quinlan also noted that at *InfoWorld*, the X.S. Cringely column, an anonymous columnist who discusses hearsay in the IT industry, has led to some good stories, adding that readers' questions often trigger an interesting story. Just recently, a number of readers called in to ask about a disk drive shortage. The phone calls turned out to be more than coincidental and with a little investigative reporting a real solid story was developed.


World Update

Desmond

There are also times when a reporter must play out a hunch. A beat reporter knows the industry inside and out and can usually pick up on innuendos. Such was the case when Quinlan and colleague **Kristi Coale** were jointly covering the Macintosh beat. At the same time, *InfoWorld* Boston Bureau Chief **Ed Scannell** was covering the IBM beat. "Although the stories were being covered in isolated instances, it appeared that IBM and Apple were moving closer together," Quinlan remembered. Together, they played out a hunch, and all three began looking at the information that was known about the two companies and began asking questions and were able to get a jump on covering last year's IBM/Apple joint venture.

According to *Network World* Senior Editor **Paul Desmond**, earning the trust of industry analysts is key to effective reporting. "Nondisclosure agreements may prevent them from directly disclosing information, but an analyst with whom you have established a relationship may be able to confirm that information you have is or is not correct."

Biweeklies face challenges of staying on top of news

Delivering fresh news to readers can be a challenge for a trade publication that appears less frequently than weekly. However, editors at *Digital NEWS* and *Federal Computer Week* maintain that their schedules can also be an advantage.

Digital NEWS News Editor **Elizabeth Heichler** said since her audience is deluged with reading material, a biweekly better suits many people's busy routines. "Our overall challenge is looking good against the weeklies, and we do that by having better analysis than our competitors. We'll put an announcement in perspective, include more reaction from users, and generally beef up the story so that it's deeper than what a weekly might have time to piece together," Heichler said.

Digital NEWS

Heichler

Federal Computer Week now publishes 36 times a year, appearing biweekly October through March and weekly thereafter to respond to the ebb and flow of the federal market, which now concentrates its spending in the July through September quarter.

According to Editor Edith Holmes, "there's a rhythm to putting out a biweekly or a weekly, and it's tough to maintain that rhythm when the frequency is uneven."

Federal Computer Week

Holmes

A biweekly schedule puts that much more pressure on reporters to anticipate the news, Holmes said. "It puts a premium on reporters knowing their beats well and developing good sources who can provide advance information."

Publishing every other week doesn't offer any down time," Heichler and Holmes agreed. Reporters often focus on section news in the "off" week, then turn their attention to breaking news during the publishing week. Holmes noted that her staff also produces quarterly white papers and a half-dozen supplements each year to address key issues in-depth.

Digital Review, *DN*'s chief competitor, has altered its frequency several times but now publishes biweekly on the same schedule as *Digital NEWS*. *Government Computer News*, *FCW*'s rival, publishes 24 times a year, occasionally during the same week as *Federal Computer Week*. Both IDG editors agreed that the competition is healthy. "We have the advantage of being able to break news quickly when we're on a weekly schedule," Holmes said. "But actually, I like to have the two publications go head to head, because it shows what we can do with the news."

Journalistic style often reflects culture in Japan

Smaller publications compete against powerful reporters clubs for news

Reporters accustomed to long hours of digging for news over the telephone and relying on their own assortment of sources for information would find in working in Japan quite an adjustment

Most Japanese companies and government ministries allot news first to reporters who belong to a "kisha club" ("kisha" means reporter in Japanese).

Each kisha club covers a designated industry, government office or large company, and every major daily, wire service and TV station has at least one reporter in each club. Weekly or monthly publications often don't receive press releases until after the news has been distributed to the kisha clubs and published in the daily press.

EXCLUSIVE MEMBERSHIP

According to *Computerworld Japan* Editor-in-Chief **Shohei Nishida**, kisha groups are very exclusive and can only be entered by introduction and recommendation. Members are almost always men, as there are few female journalists in Japan due to cultural barriers. Being part of a kisha club tends to involve after-hours socializing with contacts, and this can be awkward for women in the otherwise all-male groups.

Although *Computerworld Japan* doesn't belong to any kisha clubs, Nishida said his paper has access to some information through casual relationships with the kisha clubs of several major organizations.

The benefits of kisha club membership are primarily the ease of gathering information, since the members don't have to dig for news, Nishida said. According to IDG Projects Manager **Anne Ryder**, the information flow is tightly controlled by a company's public relations departments, which tend to be very strong in Japanese firms. PR officials are close to the president's or chairman's office, so they have a lot of control, and it's not easy to find someone to talk to outside of them.

Kisha clubs also manage numerous press conferences and can bar the attendance of outside reporters. Members of the foreign press are often excluded from kisha club press events, save for a limited number from major papers and wire services. Still, the IDG News Service's Tokyo Bureau Chief **Lori Valigra** said she has been able to attend a few kisha club events, though she has to get permission in advance.

According to Valigra, the press conference she attended last year at the Japan National Press Center for IBM Chairman John Akers was a typical kisha club event, with Japanese and foreign media attending. At the beginning of the 30-minute Q&A, the first reporter to ask a question actually posed six questions, most of which were paraphrased from Akers' remarks. By the time he asked the questions and the translator dealt with his questions and Akers' responses, the press conference was over save for one other brief question.

Valigra

IDG News Service

Valigra said that Japanese reporters tend to report on just the press conference—and their own or their editors' impressions of the event—and don't usually quote market analysts in their stories. "There are more aggressive reporters coming on-line, however, especially now that the trade press conferences at several large companies have foreign and Japanese journalists in the same room," she said.

"In general, there is a cultural preference in Japan for personal interaction and mutual interdependence," observed *CW Japan*'s Ryder. "Society is a tight web of family and personal and business relationships, tied together by obligations, favors and gifts."

For reporters, then, the best way to get news is through face-to-face contact. They spend little time on the phone interviewing subjects and cultivating sources compared to their U.S. counterparts. "If you get the information by phone, it's not official," Nishida said.

Relationships of any significance take time to build in Japan, Nishida acknowledged. At *CW Japan*, as at other news organizations, writers spend much of their

- SEE PAGE 5

Sending faxes to save face

IDG Japan Projects Manager Anne Ryder, a U.S. citizen living in Japan, has found in her stint as a reporter that companies tend to be guarded about people from outside their firm and want to know as much as possible about them before granting interviews.

"They usually want a question list faxed in advance so they can gather the necessary information and avoid the embarassment of having to say 'I don't know, I will check,'" she said. She also attributed the request to the difficulties of communicating with a foreigner.

Ryder also said that companies want to know the full background of why she is asking the questions in order for them to feel they're giving appropriate answers. "Some have even required me to send them a profile of [IDG Japan], as well as my own resume. They want to know everything about you before they feel comfortable giving out any information," she said.

Extra! Extra! readers, read all about it

Of the approximately 2 million pages published by IDG publications each year, at least one item appears on every one—the headline.

Good headline writing is an art form. Like the painter who sits eyeing the blank canvas with a loaded brush, IDG editors rack their brains to fill the empty space above each story with just the right combination of clever, informational, attention-getting words to entice readers into the copy.

At *Network World*, writing headlines is a real team effort. Editor **John Gallant**, Executive Editor **John Dix** and Assistant Managing Editor/News **Charlie Bruno** work together to create action-oriented headlines for page one stories designed to be appealing but above all accurate.

"Some headlines get stronger play, but you don't want to oversell the story. Otherwise, you begin to put doubt in your readers' minds. Of course you want to grab someone's interest—but don't oversell; that's the bottom line," Gallant said.

Network World also avoids using questions in headlines, heeding the adage, if there is a question in the headline the answer is probably no.

Headlines also make it easy for the reader to navigate quickly through the pages. "We have to keep in mind time constraints on our readers. By using candid input and not overselling, we breed trust and believability in our readers," Gallant noted.

Network World's copy desk is responsible for writing the headlines that accompany the section and feature articles. In general, the desk follows the same guidelines for writing headlines that appear inside the publication—action-oriented, clear and accurate. "Words that are saturated with strong connotation are your best bet," said Copy Editor **Skip MacAskill.**

Copy editors are also given column-width specifications by the production department. For design reasons, headlines and jump heads are broken down letter by letter, with fast-paced word exchanges until there is a perfect fit. This is done, MacAskill said, "to draw the reader to the headline—not to the white space."

"It's a style preference, but I hate to see white space. I like a flush look and a straightforward headline. Try to flush out what's going on in as few words as possible," added Gallant.

There is a weird thing about headline writing, says Gallant. You begin to pick up this headline vocabulary. At a social function you hear yourself say things like "mull," "weighs," "eyes"—things you would normally never say.

Gallant

World Update

Although news stories call for straightforward language, MacAskill noted that the copy editors can be a bit more creative with headlines accompanying feature material.

"As copy editors, the headlines we write are our most visible contribution to the paper. It is a source of pride—especially when one appears on the front page," MacAskill said.

Japan

- FROM PAGE 4

daytime hours visiting sources and devote evenings and weekends to writing.

The structure of a Japanese news story mirrors the way information tends to be presented in the culture, Ryder said, and is somewhat different than what is found in the U.S., for example.

TRADITIONAL STRUCTURE

According to *CW Japan*'s Networking Editor **Yasuo Tachibana**, a brief description of the event is given, followed by a discussion of the people and background leading to the event, and finally the writer will examine the significance of the event and its implications.

Rather than distance themselves from a story, writers in Japan tend to include their opinions as analytical commentary, he said. In addition, "the daily press usually doesn't bother with quotes or attributions. Anonymous sources are the rule, and they often prefer to be anonymous—it is a cultural tendency here not to want to stand up and boldly state an opinion," he observed. However, weekly magazines and papers do use quotes, and *Computerworld Japan* incorporates numerous user quotes.

Tachibana also noted that given the Japanese tendency to avoid giving offense, the local press generally shies away from criticizing companies—unless, as Valigra noted, the story breaks in the foreign press as well. Unlike most publications, however, *Computerworld Japan* does occasionally criticize companies but very diplomatically.

Bylines, too, are rare in the Japanese press. According to Valigra, even in journalism, Japanese tend to act more as a group, identifying more with their company than with being a journalist as most foreigners do. While IDG Japan President **Jim Povec** has established a policy of using bylines in *Computerworld Japan*, the writer's full name appears not at the top of the story but at the end, with the last name only, in parentheses.

Monthly publications deliver in-depth news

Although their production schedules effectively prevent coverage of late-breaking news, IDG's monthly publications never-the-less strive to provide their readers with up-to-date information enhanced by in-depth coverage not always possible in a news weekly. Here are a few examples on how they do just that.

With no direct competitors, *CIO* relies heavily on its readership to determine its editorial. As a result, *CIO* targets the "how to" of technology as opposed to the "why to."

"We understand that our readers don't want to be pioneers, they want to improve upon what is taking place in the industry," said Publisher **Joe Levy**.

In response to reader demand, *CIO* recently embarked on a somewhat accelerated publication schedule. No longer a true monthly, *CIO* is now what staff members call an "eighteen-er" with issues appearing during the six months from September through February.

"What we'll do in the issue that is released in the middle of the month is break the news, not report the news. We'll cover a topic such as downsizing or outsourcing with in-depth analysis and coverage. By tapping into and reporting on the areas that our readers will actually be working in tomorrow, we provide invaluable information on how to change with the industry," Levy said.

Many time zones away, *Australian PC World*'s staff is well aware that the elapsed time between the close of an issue and its appearance on readers' desks precludes most late-breaking news coverage.

Generally, the last two news pages are left open until the final deadline in order to incorporate an assortment of the most up-to-date international news from the IDG News Service and local events.

Editor **Robert Thirlwell** explains that as a product-specific magazine, *Australia PC World* is most interested in carrying first looks reviews and previews for its readers. Since local vendors are reluctant to provide beta-test information, *Australian PC World* generally relies heavily on *PC World* U.S. "In fact, we were able to run the Windows 3.01 story one month in advance of anyone else in Australia because of our connection with the U.S. publication," he said.

LOTUS magazine focuses its coverage on trends rather than events.

"Back in November when Lotus Development was going through some big changes we were able to include the news as it was happening because it coincided with the magazine's closing schedule," said *LOTUS* Editor-in-Chief **Peter Bartolik.**

HARVARD GRAPHICS FOR WINDOWS
AUSTRALIAN
PC WORLD
THE MAGAZINE FOR BUSINESS PC BUYERS
WordPerfect for Windows slugs it out with Word
• Make Windows sing o
• 33MHz 386 computers
TIMOTHY LEARY TURNED ON BY COMPUTERS
Publish
WHAT'S IN STORE?
CHECK OUT THE SMOOTHEST PACKAGE DESIGNS
MACWORLD
Page Layout
CHOOSING THE RIGHT PROGRAM FOR YOU
PageMaker
1991: A Look Back

But this was a rare opportunity for the publication. In general, *LOTUS* tries to stay on top of Lotus Development and commitments from the development offices to provide information before actual announcements.

"As a monthly, we have time to balance what is happening in the industry with what the readers say their needs are. We strive to feed those needs and examine the industry events that seem to play to those [needs]," Bartolik explained.

Macworld's monthly schedule creates some very stiff challenges given that its main competition is a weekly.

However, the staff has found a way to turn this potential liability into an asset. "With a longer lead time we're not just doing straight reporting, we'll do value-added, product testing and comparisons. We devote a lot of time to comparative reviews and lab testing where a weekly cannot," said Executive Editor **Adrian Mello**. "Readers look to us to tell them how to use their products, not just what's new on the shelf."

Macworld is also able to use non-disclosure agreements to its advantage. Non-disclosures put the sources at ease, often allowing *Macworld* to get a jump on a story weeks in advance of a weekly and release the news at the same time, but with more in-depth coverage.

"Since we are not out there trying to break the story like the weeklies, [vendors] are also pretty comfortable with providing information. Sometimes we are notified up to two years before a product is released," Mello said.

At *Publish*, the staff wrestles with how to present timely news to the readers. By signing non-disclosure agreements vendors will sometimes provide *Publish* information on what they will be announcing at an upcoming show, but if the company's plans haven't been firmed up at press time the magazine must make a judgment call. Editor **Jim Martin** noted that with a monthly this can be a real balancing act, because you may have very solid sources, but if you make the wrong call, it's around for a month.

PC World New Zealand Editor **Chris Barton** said that his publication aims to be first in previewing new products. "To do this we work closely with local vendors arranging to get evaluation software and hardware before the release date," he said.

PC World New Zealand hits the newsstand on the first Monday of the month and the last editorial deadline is around the 20th of the preceding month. The staff holds at least five pages open in order to incorporate any last-minute changes or late-breaking news.

IDG News Service yields competitive edge worldwide

The motto of the Boston-based IDG News Service could be "all the news that's fit to share." Staff members **Gary Byrne, David Bromley, Maureen Page** and **Penny Janzen Winn** collect and edit more than 150 stories each week from numerous IDG publications and correspondents and distribute them via the company's corporate email system to IDG offices around the world.

> *"...[these stories] offer readers something different, a global view of what's going on in the industry that other papers just don't have."*

Hvidtfeldt

World Update

Editors and reporters can use the news wire as a tip service or research tool. Some may incorporate parts of the stories as background in their own pieces, while others may run an entire article with the originating author's byline.

Wouter Hendrikse, newly named editor-in-chief of *Computerworld Netherland*, said the News Service is very important to his publication. Articles from *InfoWorld* and *Computerworld* tend to generate the most interest. "Lots of users are interviewed, and while we can't run the story itself, we get a lot of ideas for creating our own stories," he said.

"We use the News Service daily, and the items we pull down comprise the top five to 10 paragraphs of our "Top of the News" section," said **Robert Thirlwell**, editor of *Australian PC World*.

"Our news gathering aim is to be first to preview new products," said *PC World New Zealand's* Editor **Chris Barton**. "The IDG News Service and advanced copies of *PC World* U.S. are invaluable for providing leads and information to meet this goal."

At *Computerworld Danmark*, Journalist **Torben Sørensen** downloads the headlines from the wire, selects stories he feels are relevant for Danish readers and passes along the stories to the appropriate writers. *CW Danmark* often translates and runs articles that examine various IT markets around the world. While readers may not use the information directly, Editor-in-Chief **Peter Hvidtfeldt** said these stories "offer readers something different, a global view of what's going on in the industry that other papers just don't have."

Laura Janney, managing editor of *Computerworld Hong Kong*, said her staff frequently uses the news service to prepare for interviews. *CW Hong Kong* keeps the wire on file for a year, and a detailed system of subcategories, developed in-house, helps the staff reference topics of interest.

Janney and Hvidtfeldt agreed that the timeliness of the wire stories is critical to making their publications a force in their respective markets. "We often take news about a breaking story [on a multinational company] off the wire and go to the local company to get more details. They can't believe we have that information, because they haven't even heard about it yet!" Janney said.

"No one else can compete with us because they don't have access to these resources," she added.

Strange but true

IDG reporters and editors receive a seemingly unending stream of promotional items from ad agencies and vendors. While the gifts may not have necessarily motivated writers to give the company some press, many of them have served as interesting conversation pieces, at the very least.

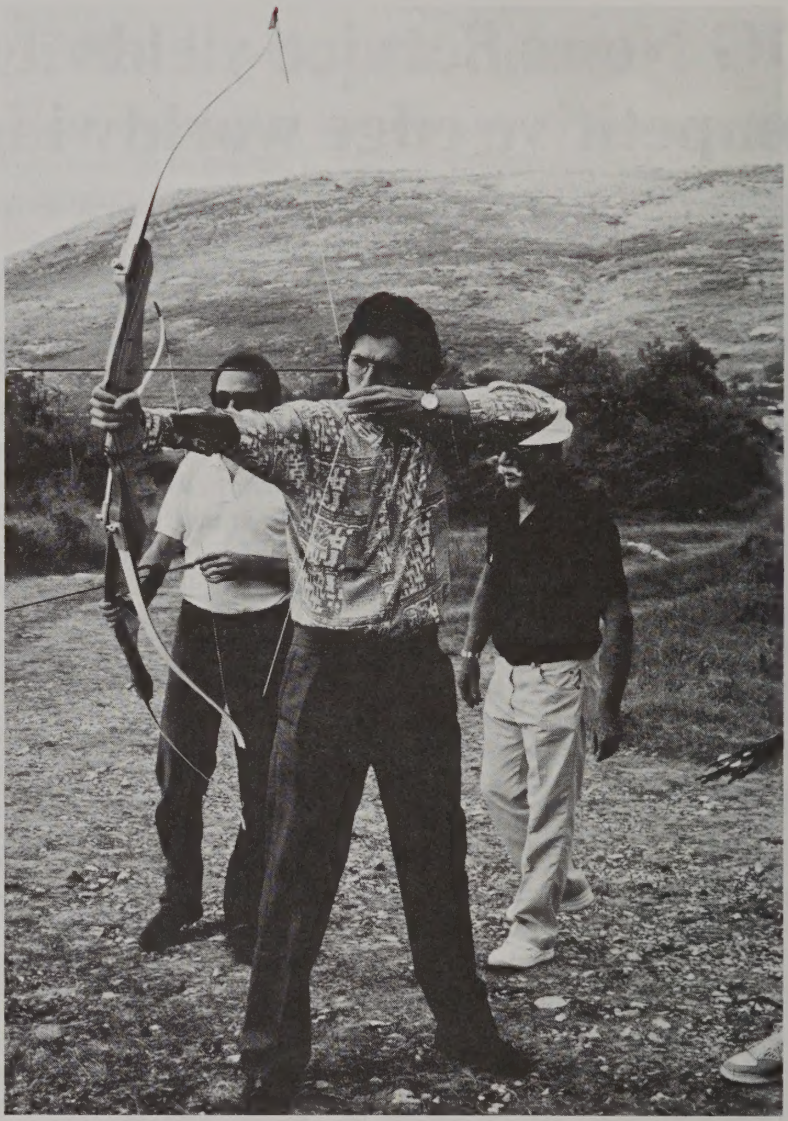
Among the more unusual items IDG staff members have received:

- **A real window, with a personalized message written on the pane about Windows compatibility**
- **A model of a four-foot-long crayon announcing a MacPaint upgrade**
- **A complete barbecue kit with meat, barbecue sauce and utensils from a Memphis-based company**
- **A scale model Corvette**
- **An authentic cowboy hat**
- **A chocolate computer (not life sized)**
- **Hazelnuts and a nutcracker**
- **A kaleidescope from Sun Microsystems**
- **Tennis shoes from Microsoft**
- **A pair of Dr. Scholl's insoles**
- **Silly Putty in neon colors**
- **Piñatas**
- **3-D glasses**
- **A CD-ROM clock**

Do-er's profile

Marco Tennyson

- **PROFESSION:** Executive Editor, *Computerworld Italia*
- **HOME:** Varese, Italy
- **JOINED IDG:** October 1989
- **MOST CHALLENGING PART OF YOUR JOB:** Always trying to publish a better issue than the previous.
- **INTERESTS:** Collecting punk and dark music CDs and horror books
- **FAVORITE VACATION DESTINATION:** New York. I'm in love with chaos, lights, traffic, skyscrapers, people, night life and, last but not least, the Bronx.
- **SOMETHING YOU CAN'T DO, BUT WISH YOU COULD:** Travel through time
- **SOMETHING YOU DO BUT WISH YOU DIDN'T:** Wake up early in the morning
- **WORDS TO LIVE BY:** I never go wrong and if I do it's never my fault.
- **PERSON YOU MOST ADMIRE:** Anyone who's patient with me.
- **WHAT CELEBRITY WOULD YOU MOST LIKE TO MEET?** The ghost of [horror literature pioneer] H.P. Lovecraft



IDG Italy

- **MANAGER'S PROFILE:** "Marco's experience is a valuable asset both for the company and for his colleagues. He's one of the most valuable journalists IDG Communications Italia has ever had."

IDG World Update

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

MARCH

PC World sister publication launched in Ecuador

- PAGE 2

IDC Germany restructures, gains opportunities

- PAGE 2

New member added to Lotus newsletter family

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 9

MARCH 2, 1992

Metcalfe, Casella get top billing at *InfoWorld*

InfoWorld last week appointed **Dr. Robert Metcalfe**, inventor of the widely used Ethernet networking technology and founder of 3Com Corp., as publisher and chief executive officer of InfoWorld Publishing Corp.

Upon his acceptance, Metcalfe named seasoned publishing executive **James Casella**, co-founder and president of Signal Research, Inc. and former group publisher for Capital Cities/ABC, to the post of president and chief operating officer of *InfoWorld*.

The two join the publication's management team composed of editor-in-chief **Stewart Alsop**, senior vice president/associate publisher **Stan Vanocur** and senior vice president/director of operations **J. Michael Lowe**.

STRONG MANAGEMENT TEAM

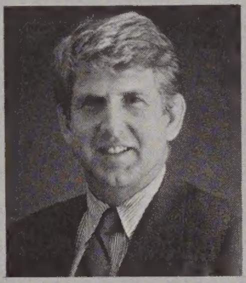
IDG Chairman **Pat McGovern** said, "The appointments of Bob Metcalfe and Jim Casella round out one of the strongest management teams in technology publishing. These moves do not signify any kind of change of direction for *InfoWorld*—rather, they accelerate *InfoWorld*'s growth as the pre-eminent information resource for corporate PC managers."

Speaking from England, where he is a visiting fellow at the University of Cambridge Computer Laboratory, Metcalfe

-SEE PAGE 7

Years of experience

Metcalfe brings computer science talents to post



Metcalfe

3Com Corp.

Bob Metcalfe, 45, is a graduate of MIT and holds a doctorate in computer science from Harvard University. In 1972 he went to Xerox's renowned Palo Alto Research Center to work on the early development of personal computing and the next year was the principal inventor of Ethernet, the local-area networking (LAN) technology now used with over 10 million computers worldwide. He has won prestigious awards from several leading international scientific organizations and taught at Stanford University for eight years.

Metcalfe founded 3Com Corp. in 1979 and in the following 11 years helped the company grow to $400 million in sales. During that time he served as chairman, CEO and president, and also held top sales, marketing and general management posts. For the past two years Metcalfe has been writing magazine articles and newspaper columns as well as a book on invention and entrepreneurship, which he wryly calls _Ethernet versus Godzilla_.

Casella draws on decades of publishing expertise

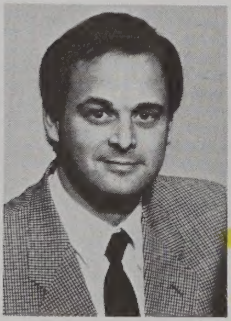
Jim Casella, 43, a Boston College graduate, has over 20 years' experience in all areas of magazine and book publishing. Following several years in sales and marketing management at Harcourt Brace Jovanovich, he moved on to key positions in advertising and operations. From1984 to 1987 he served as president and publisher of Computer Publications for ABC Consumer Magazines, a division of Capital Cities/ABC. In 1988 Casella co-founded Signal Research, Inc., the leading publisher of magazines and books in the electronic entertainment arena.

IDC Germany restructures management

IDC Europe President **Roberto Masiero** recently announced that IDC Germany's management has been restructured to better capitalize on opportunities in the German market.

Manfred Frey, who has headed the IDC office since November 1987, will now oversee all IDC activities in Germany, Switzerland, Austria and Eastern Europe. His title will be managing director and chairman of the board of IDC Germany.

"Manfred will be responsible for new business development, especially outside Germany, and will be in charge of developing new product areas and building up a consultant network to allow IDC to better address increasing demand for focused customer-sponsored activities," Masiero explained.


IDC Germany

Tiefenbrunner

Tom Tiefenbrunner, who joined IDC in January 1991 as research director, will report to Frey in his new role as managing director of IDC Germany and manager of IDC's European Distribution Channels Expertise Center.

Tiefenbrunner will be responsible for IDC Germany's research, production and sales departments.

Tiefenbrunner has more than 15 years experience in IT sales and marketing, from mainframes through minis and PCs to software and distribution. Before joining IDC, he served as international marketing director for the Santa Cruz Operation, Ltd., based in England.

"Germany and German-speaking countries are the largest market in Europe, representing a third of the European IT market potential. Therefore, it is important to make the best use of our management resources," Masiero said.

Ecuasistem

IDG Int'l News Group President David Hill (center), welcomes Ecuasistem President Rafael Roldan (L) and General Manager Gabriel Orihuela to the IDG family.

IDG joins hands with Ecuador

IDG has broadened its presence in South America with the addition of its first publication in Ecuador. *PC World Ecuador* will launch in April.

The publication is the result of a license agreement between IDG and Ecuasistem of Quito, Ecuador. Ecuasistem has published *Computacion* for 14 years and will convert that magazine to *PC World* with the April issue.

Ecuasistem President **Rafael Roldan** emphasized his delight at the new relationship with IDG.

"The Ecuador market is ready for big growth, and the resources of IDG will allow us to grow with it," said Roldan. "We are just very, very excited about what this partnership can mean."

Computacion currently has a circulation of 3,500. Roldan has aggressive plans to increase *PC World Ecuador*'s circulation to 5,000 by year's end and 10,000 within three years. The monthly publication is targeted to reach 100 pages within a few months and carry a 40% advertising ratio.

Ecuador IT executives attending a reception to celebrate the new partnership had high praise for both Roldan and the new IDG relationship.

"You've picked a good partner, the best in Ecuador," said Xavier Banquero, vice president of Banco del Pacifico, one of the largest consumers of information technology in Ecuador. "For 14 years he [Roldan] has kept a publication going to give the industry here in Ecuador a voice. I know he will be successful, and we are absolutely delighted to have IDG in Ecuador."

Ecuasistem General Manager Gabriel Orihuela reported that within 24 hours of signing and announcing the tie with IDG new ad contracts had been signed with IT companies eager to be in *PC World Ecuador* from the first issue.

"This is just terrific," Orihuela said. "Everybody knows about IDG publications and everybody repsects them."

Ecuasistem is also the largest producer of IT shows and exhibitions in Ecuador, and its Compu show is the largest in the country. IDG and Ecuasistem plan to hold future discussions on trade show activities and additional joint projects to serve the Ecuador IT market.

On line

ASK WALTER

Q To what extent are IDG publishing units worldwide involved in the electronic transmission of text and graphics?

A Electronic transmission is definitely the wave of IDG's publishing future. We currently have several publications being done in this fashion and a number of groups are currently converting.

Coincidentally, both *PC World*/U.S. and all of the publications in the IDG France publishing group converted this month. We have just heard from IDG France President Francois Chaussonniere that he expects the investment payback to be only four months! Keeping in mind that this is a quite large company and the amount of required equipment was rather substantial it is certainly an indication of the very dramatic changes that are taking place within the publishing industry.

Not that many years ago we installed a new and state-of-the-art typesetting system in one of our largest operations and the payback was some four years!

It is interesting to note that many of our smaller operations have been the first to benefit from these tremendous savings and gains in productivity. Either because they are new operations or because they function in relatively small markets they have been able to make the start or transition with great ease.

I would strongly suspect that almost all of our worldwide operations will have some version of advanced desktop publishing in place over the coming 18 to 24 months.

In addition to this we now have the capability of transmitting halftones and other graphics via computer to remote locations. The first case of this was transmission was between San Francisco and Tokyo for *Macworld*.

Our own International News Service also is offering graphics transmission for any of our off-shore publications that are interested.

And, best of all, the price keeps coming down.

Q It was stated in a previous column that as a result of the worldwide managers meeting in November many IDC and IDG divisions were planning joint projects. Have any come to pass?

A I'm very pleased to report that a number of projects are well under way. The U.S. publishing group has a new arrangement with IDC that will allow each of our sales offices throughout the country for all of our U.S. publications to have an IDC library on premises. This is a major step forward as it will allow the publication sales people to have access to the latest and best research on the computer industry. This kind of information is invaluable in making successful sales calls.

While I would not want to embarrass anyone (so I won't use names or places) we have had two cases of previously irreconcilable differences between market research divisions and publishing groups suddenly reconciled. These cases are a direct result of the worldwide managers meeting where it became clear to many of the participants that we are all in this together and that we should concentrate on making IDG the most successful information technology service company in the world.

Also since that meeting we have moved a European managers meeting in September from one country to another so that we can have a joint session with the IDC European managers and participate in the IT Forum.

We have also changed the ownership of one of our market research companies to a publishing group—much to the satisfaction and financial betterment of all concerned.

And, to continue the list, we will have Roberto Masiero from IDC Europe as a participant at our upcoming Helsinki European managers meeting. We also have several IDC executives currently serving on the operating review committees of our publications.

In addition to all of this, we have several projects that are in the works that definitely indicate a new age of cooperation between the groups.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

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AmigaWorld unveils second special issue

AmigaWorld has capitalized on the fastest growing segment of the Amiga market with a special issue on video and animation.

The 128-page publication, which debuted in late January, was the group's second special issue. "We'd done a similar issue two years ago, which was well received, and we wanted to do a follow-up, given how much the market changed," said Special Issue Editor **Barbara Gefvert.** The publication will remain on newsstands until May 1.

Led by Gefvert, Executive Editor **Daniel Sullivan** and Managing Editor **Swain Pratt,** the *AmigaWorld* team devoted long hours to coordinating the issue and producing it simultaneously with the regular February and March issues. The 23 articles on videography, tips for better animation with the Amiga, buyers' guides and product reviews target the intermediate video user. Industry sources contributed much of the Amiga-generated artwork, including the futuristic figure on the cover that recalls the liquid-silver special effects used in the movie *Terminator 2*.

AMIGA WORLD
Special Issue
Unleash the Power of Your Imagination!
Amiga Desktop
VIDEO & ANIMATION
BEST BUYS!
• 24-Bit Displays
• 11 Amiga Genlocks
• 6 Video Titlers
• 8 3-D Packages
• 4 Edit Controllers
VIDEO TECHNIQUES!
• Troubleshooter's Guide
• Video Toaster Tips
• Single Frame Recording
• Video Editing Basics
ANIMATION TIPS!
• A-to-Z Fundamentals
• Shortcuts to Success
• Sound Track Sync

AmigaWorld Circulation Manager **Deborah Walsh** tried a new promotion for the special issue. Blow-in self-mailers were included in the regular January and February *AmigaWorlds* that offered the SCALA multimedia demo disk with every special issue ordered. Customers could either return the self-mailer or order toll-free.

Network World

Meeting of the IS minds (from left): Wally Clegg, Integrated Media; Tom Peacock, *Computer Buying World*; Jeff Pennett, *Network World*; Jeff DeBalko, *InfoWorld*, Nancy Newkirk, IDG; Kevin Burns, IDG, Allan Towl, *Digital NEWS*; Nancy Durlester, *InfoWorld*.

Managers develop IS action plan

The first formal meeting of the IDG IS Managers Working Group, held in January during ComNet '92, received unanimous praise from the eight US participants.

After several IS managers in the greater Boston area held a preliminary meeting last December, it became clear that IDG information systems staff could benefit from sharing information and experiences.

Agenda items during the two-and-a-half day session in Washington, D.C., included individual presentations on the networking environments in each participating IDG office and a guest speakers from a leading network vendor.

Each member of the group came away with not only a better understanding of their colleagues' IS culture but also with an action plan that could yield savings and efficiency in each IDG office. Among the issues the group agreed to work on were:

Email systems. Given that several offices use the GE BusinessTalk system as well as other electronic mail services for internal or external use, accessing the systems can be cumbersome. The group assigned individuals to look into developing gateways so that employees can log into just one system to receive and send all their messages.

Software licensing. While the group felt that unauthorized use of software was not a major problem at IDG, it did agree to strengthen the company's policy of adhering to copyright regulations. The group will write a simple policy statement for the human resources handbook to encourage employees to read the license agreements for any new software they use and to send in their registration cards. The IS managers are also planning to develop an informal education program for employees.

Group discounts. Everyone agreed that saving money on supplies was a high priority. IDG IS Director **Nancy Newkirk** will try to negotiate lower prices by working with national vendors on bulk purchases of common items.

East West donations. Newkirk informed the group about her unit's recent donation of older hardware to the foundation. Educational Development Foundation, which sends used computer equipment to educational institutions in the former Soviet Union and Eastern Europe. Everyone else had equipment that was recycleable and pledged to donate their share to East West.

Newkirk said the fact that the group never ran out of things to talk about more than justifies planning regular meetings one or two times a year. The next session, slated to take place during the ComNet/West show in July, will be chaired by **Jeff DeBalko** of *InfoWorld.*

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK March 2, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

NATIONAL SALES DIRECTOR/ASSOCIATE PUBLISHER (NWW)
Responsible for planning, organizing and coordinating all advertising sales activities for *NetworkWorld*. Also responsible for achieving overall advertising sales revenue objectives and meeting bottom line profit goals of the publication. Requires 5-10 years successful ad sales, marketing and management experience. Specific background in the networking marketplace highly desired.

ACCOUNT MANAGER (LPC)
Seeking an experienced advertising sales professional with intimate knowledge of key computer accounts in the Mid-Atlantic and Southeast territory. Responsibilities include strategic selling to key accounts as well as field sales effort on cooperative accounts with inside sales. A focused, well-informed account management approach required. At least 5 years field sales experience in the PC publishing market required.

INSIDE SALES REPRESENTATIVE (LPC)
Responsible for telephone sales and full account management of targeted advertising accounts. Sales will include print advertisement and Card Pack. Candidate will be involved in a cooperative selling effort with Field Sales Representative on a list a cooperative accounts. Also responsible for maintaining accurate, up-to-date database for use in overall marketing and sales effort. Requires 2-3 years of inside or field sales experience preferably in the PC publishing market.

ASSOCIATE ANALYST, IRS & UNIX (IDC)
Primary responsibility will be to provide inquiry support and perform data gathering. Candidate will be expected to sit in on client visits and teleconferences in the Framingham area in order to gain exposure to vendors' products and strategies as well as to make personal contacts with vendors.

ADMINISTRATIVE ASSISTANT, DESKTOP (IDC)
Responsibilities include but are not limited to: data entry of client information, creating and distributing client lists and reports, filing, copying, mass mailings and coordinating travel reservations. Position requires a minimum of two years experience and familiarity with WP and PCs. Candidate must be motivated, organized and possess the ability to work under pressure.

PRODUCTION ASSISTANT (CIO)
Responsible for preparing ad chart for imposition meetings, contacting agencies for material, keeping logs, handling and inspecting film, and processing ad transmittals. Must be detail oriented and deadline sensitive. Graphic arts background preferred. Position reports to the Production Director.

TELEMARKETING SALES REPRESENTATIVE (PCW)
Responsible for selling, servicing, and developing advertising for *PCWorld*'s Action Card postcard deck and Management Guide to Windows Buyers Guide in U.S. 2+ years of telemarketing sales experience, working knowledge of PC's, products and marketplace required. Excellent written and verbal communication skills as well as organizational skills a must.

ASSISTANT ART DIRECTOR (MAC)
Responsible for conceptualizing and directing photography and illustration for the News, Reviews and Departments sections of *Macworld* magazine and 1-2 features per month as assigned. Will also work with assigned editors to ensure editorial content is accompanied by creative and excellent artwork and that production deadlines and budgetary guidelines are met. Candidate will act for the Associate Art Director in their absence. Professional art design background with strong conceptual skills required. 3 to 5 years experience in graphic design with art direction/photo editing emphasis preferred. Good communication and organization skills required.

SENIOR EDITOR (CWPI)
Responsible for defining and developing the Applications Development section and assisting in technical reviews of complex products. Candidate will assist in planning and assembling the weekly technical section as well as contributing news and section stories about products, trends and users. Additional responsibility involves defining and overseeing New Product Reviews section. Candidate must be adept at coordinating schedules, editing rough copy and presenting information graphically. Must have at least 5 years experience covering the computer industry and software products, must be comfortable with complex technical topics and possess good reporting and editing skills. Experience with product testing a plus.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

Job Opportunities

Revised: March 2, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Receptionist	Mountain View, CA	L. Forbes	(415)424-8844
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	Fulfillment/Registration Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
NWW	Asst. Managing Editor - News	Framingham, MA	J. Gallant	(508)820-7426
LPC	Account Manager	*LOTUS*, Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Associate Analyst, IRS & UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Administrative Asst./Receptionist	Iselin, NJ	D. Best	(908)632-9222
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Sales Assistant	San Francisco, CA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
ENP	Business Reporter	*Electronic News*, Los Angeles, CA	R. Bambrick	(212)909-5918
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IMS	Int'l Sales Asst./Office Mgr.	Int'l. Mktg. Srvcs., Sausalito, CA	G. Pohlman	(415)331-7571
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Librarian	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist/Admin. Asst.	*PCWorld* Central Srvs, San Fran., CA	P. Murphy	(415)978-3365
IMI	Southwest Regional Sales Mgr.	*SunWorld*, Laguna Miguel, CA	H. Versen	(415)267-1720
IMI	Electronic Production Artist	*SunWorld*, San Francisco, CA	L. Stoll	(415)267-1706
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Assistant Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	Marketing Communications Coord.	*CWPI*, Framingham, MA	L. Nightingale	(508)978-0700
CWPI	MAC Designer	*CWPI*, Framingham, MA	C. Polack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
TISC	Receptionist/Clerk	Tech.Invest.Strat., Framingham, MA	P. Doggart	(508)935-4379
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339

Lotus Publishing adds fourth title to newsletter roster

Lotus Publishing's family of monthly newsletters has grown to four. *The 1-2-3 for Macintosh Report* rolled off the presses in mid-February, joining *1-2-3 for Windows* and *Ami Pro* (launched in November) and *Freelance Graphics* (begun in late December).

According to Lotus Publishing President **Mark Flagan**, the publications are a high-value, low-risk way to provide support for users of new Lotus software packages, worldwide.

Each newsletter is a separate publication with its own freelance writer: Kelly Conatser (*Macintosh*), Daniel Gasteiger (*Windows*) and Mark Scapicchio (*Ami Pro*) are all former Lotus Development employees, while Jeff Sutton (*Freelance Graphics*) is currently at Lotus. Managing Editor **Jennifer Smith** works with each writer to develop the content and oversees the production of all the newsletters.

World Update

Managing Editor Jennifer Smith gets a little extra help to keep up with her one-newsletter-a-week pace.

Each two-color newsletter has its own signature color, but the same basic design is used throughout the product line. The authors write to fit the space, thus greatly speeding up the editorial process. They also provide artwork by capturing the screens they use to illustrate examples.

In order to appeal to a broad audience in a variety of businesses, Smith said the newsletters' content consists of tips and techniques, application tutorials, and tightly focused market coverage. "The newsletters are a bit more conversational in style than *LOTUS* magazine, so that a newsletter's readers develop a distinctive relationship with that periodical's writer," she said.

Aside from a display ad in *LOTUS* magazine, the primary circulation mechanism is a card-in-the-box offer in each of the four software packages. Buyers who return the enclosed business reply card receive a trial issue and can cancel if they decide not to subscribe. Card-in-the-box promotions have been used very successfully for years with *LOTUS* magazine.

"We're working through existing channels where we have leverage, such as Lotus Development's customer database," said **Dick Ridington**, director of business development at Lotus Publishing, noting that they are also designing promotions to accompany many of Lotus Development's marketing efforts.

Ridington said the newsletters are a good business proposition for IDG offices outside the U.S. that want to reach Lotus users but can't justify launching a magazine in a small market.

"We have a fully worked out package of material and an effective circulation promotion strategy," Ridington said. The response to the box promotion is already ahead of plan. International IDG offices would have the option to translate the editorial, depending on their market.

IDG International News Group President **David Hill** will be explaining more about newsletter licensing options at this week's European Managers Meeting in Helsinki. For more information on the product line, contact Ridington or Smith at (617) 494-1192, fax (617) 225-6845.

Calendar 1 2 3

- **MARCH 8-11**
  CIO Perspectives Conference
  "The Business of IT: Finding the Payoff"
  Loews Coronado Bay
  San Diego, Calif.
- **MARCH 12**
  IDC Industry Briefing Session
  Marriott Copley
  Boston, Mass.
- **MARCH 23-25**
  PC Windows
  Stockholm International Fairs
  Stockholm, Sweden
- **MARCH 27**
  Distribution Channels Conference
  Sponsored by IDC Italy
  Milan, Italy
- **APRIL 6-9**
  SunWorld Expo
  Santa Clara Convention Center
  Santa Clara, Calif.
- **APRIL 8-10**
  Macworld Expo Sweden
  Stockholm International Fairs
  Stockholm, Sweden
- **APRIL 10-11**
  Asia/Pacific Managers Meeting
  Sydney, Australia
- **APRIL 13-15**
  IDG Worldwide Editors Meeting
  Tokyo, Japan
- **MAY 14-16**
  European Managers Meeting
  Paris, France
- **JUNE 12-13**
  Latin/South American Managers Meeting
  Buenos Aires, Argentina

Employees help ExecuTrain opens doors to the world

Part of IDG's PC training partner ExecuTrain Corp.'s mission is to continue opening offices across the U.S. and expand on an international scale.

The latest in its U.S. expansion was last week's opening of the Parsippany, N.J., office. This brought the U.S. office count to 50, and nine other U.S. locations are scheduled to open during the next six months.

On the international front, last year ExecuTrain established a firm in the U.K., making it the first U.S.-based PC training firm to enter the overseas market.

This month, ExecuTrain opened its doors in Mexico City under a franchise agreement. This new affiliation will be headquartered near the Mexico City World Trade Center and service surrounding areas. ExecuTrain Mexico is anticipating expansion into the Guadalajara, Monterrey, Leon and Veracruz regions by the end of the year.

Fact:
- ExecuTrain trained over 180,000 people in 1991.
- ExecuTrain has over 200 instructors and more than 60 locations worldwide.

"ExecuTrain's rapid expansion over the last few years has enabled us to effectively serve companies in major markets worldwide, while giving us a dominant position in the PC training industry," noted President and co-founder **David Deutsch**.

IDG REFERRALS

To date, approximately 25% of ExecuTrain's new locations have been generated by referrals. This method has worked so well that it is calling on all IDG employees to help it continue this expansion into the German, French, Spanish, Italian, Japanese and Australian markets.

To do this it has created a franchise referral program designed to generate leads that will result in the signing of an ExecuTrain franchise either in the U.S. or any international market.

Any IDG employee can participate in this program, and if a lead results in an office being launched in the referred location, the employee wins a trip for two to an exotic resort, including airfare and hotel accommodations for four days and three nights.

For more information on the franchise referral program, contact franchise referral representative **Dawn Harbuck** at (404) 396-9200, fax: (404) 698-9180.

ExecuTrain owner qualities

- Experienced business-person
- Management experience
- At least $150,000 in liquid assets
- Highly motivated
- Good listener
- People oriented
- Willing to learn
- Adhere to a high standPard

Noteworthy!

NEW EMPLOYEES

Computer Buying World

Stangel

Computer Buying World's sales staff added two employees this week. **Peter Stangel** joins as *CBW's* northwest district manager. Formerly with Datamation, Stangel has five years selling experience with computer publications. A graduate of Minnesota's St. John's University, he received a BA in business administration. Originally from New York, Stangel currently resides in San Francisco with his wife and family.

Computer Buying World

Silverstein

Lori Silverstein joins as national advertising director. She previously was with Ziff-Davis as district sales manager for *PC Week* and most recently with CMP Publications as district sales manager at *Unix Today*. Silverstein has a BA in physical education from Ohio State University and enjoys playing hockey, skiing and golfing.

Recently appointed account manager for market development, **Ed White** joins *PC World* in charge of sales and marketing account management for the *PCW Management Guide to Windows* and action card decks. Prior to joining *PC World*, White was with Thomas Register Directories as national sales manager. He is certified as an FAA air traffic controller and enjoys flying and woodworking in his spare time.

■ ■ ■

Based at the New Jersey regional office in Paramus, **Jacqueline Mita** joins *Network World* as district manager in charge of sales for the mid-Atlantic region. Mita attended Catholic University in Washington, D.C., and received a BA in speech and drama.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week in February and first week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-EIGHT YEARS
Pat McGovern - IDGHQ

TWELVE YEARS
Steve Sieck - LINK Resources

ELEVEN YEARS
Arline Clements - ISG

TEN YEARS
Francisco Zabala - IDG Spain
Fernando Moran - IDG Spain
Miguel Hermosell - IDG Spain

NINE YEARS
Eric Bender - *PC World*

EIGHT YEARS
Laura Cameron - IDG
Susanne Schulze - IDG Germany

SIX YEARS
Jack McDonough - *Network World*
Pia Lundkvist - IDG Denmark

FIVE YEARS
Mark Sullivan - CW Publishing
Gloria Montalvo - IDG Spain
Aitor Urraca - IDG Spain
András Lévai - IDG Hungary
Jürgen Reischl - IDG Germany

FOUR YEARS
Mark Flanagan - Lotus Publishing
Midlos Cocron - IDG Germany

THREE YEARS
Marjorie Baer - *Macworld*
Graham Penn - IDG Australia
Are Slettan - IDG Norway
Lise Thorstensen - IDG Norway
Fatima Ruiz del Olmo - IDG Spain
Antoinette Kerecsenyi - IDG Germany
Ursula Istavrinos - IDG Germany
Gisela Stächelin - IDG Germany
Debbie Currey - IDC Canada
Nathalie Tessler - IDG France
Martin Faeltstrom - IDG Sweden
Per Landin - IDG Sweden
Eva Sparr - IDG Sweden

TWO YEARS
Patricia Smith - Intn'l News Group
Sharon O'Brien - *Publish*
Kelly Stemp - IDG U.K.
Joanne Davies - IDG Australia
Carolyn Chown - IDG Australia
Lynette Cridland - IDG Australia
Carlos de la Iglesia - IDG Spain
Péter Kincses - IDG Hungary
László Sármány - IDG Hungary
Thomas Wilms - IDG Germany
Kirsten Bæk - IDG Denmark
Carsten Levin - IDG Denmark
Mark Buffett - IDC U.K.

ONE YEAR
Charles Curtis - IDG
Stephen Anderson - *Computer Buying World*
Maritza Medina - *Computer Buying World*
Leslie Poffenberger - ISG
Terry Coe - WEC
Glen Tynan - *Network World*
Christine Gibney - *Network World*
William Reinstein - *Network World*
Shannon Summers - *Network World*
Kevin Octavio - *PC World*
Russell Glitman - *PC World*
Alain Jaspart - IDG France
Karina Croft - IDC Australia
Lennart Haakansson - IDG Sweden
Mirand Mayes - IDC U.K.
Arne Uppheim - IDG Norway
Agnes Karácsony - IDG Hungary
Shohei Nishida - IDG Japan
Klaus Fischer - IDG Germany
Katrin Klein - IDG Germany
Monika Schalwat - IDG Germany
Gabriele Knustin - IDG Germany
Reinhard Prasse - IDG Germany
Christine le Touche - IDG France
Berit Ellegaard - IDG Denmark

Metcalfe

- FROM PAGE 1

said, "People may ask, 'What's an engineer doing as a newspaper publisher?' I have long been in the business of communicating *through* and *among* computers; now I'm in the business of communicating *about* computers.

"As the computer industry emerges from its recessionary malaise over the next several years, *InfoWorld* has a job to do listening, figuring and explaining it all to our readers," Metcalfe noted. "**Stewart Alsop**, Jim Casella and I aim to help the publication do that job better than any other."

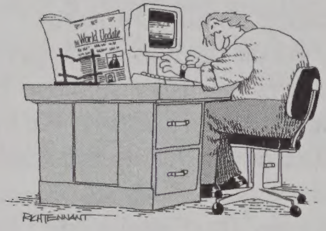
> ***"People may ask, 'What's an engineer doing as a newspaper publisher?' I have long been in the business of communicating through and among computers; now I'm in the business of communicating about computers."***
>
> **-Bob Metcalfe**

Describing himself as a long-time observer and admirer of IDG, Casella said, "I'm delighted to be joining a flagship publication of the worldwide leader in technology publications and information services. PWith Stewart Alsop, the leading analyst of the industry, in charge of the editorial product, *InfoWorld* is head and shoulders above the other PC publications."

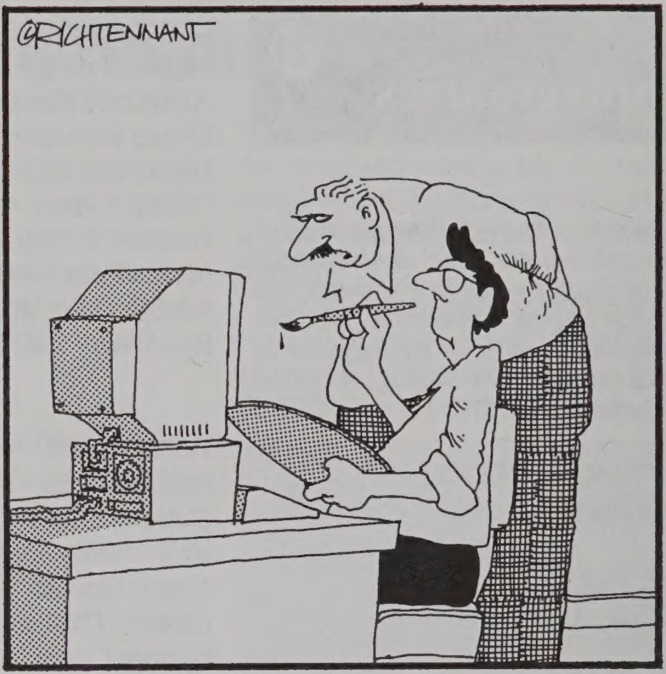
"Now, especially with the addition of an industry leader of Bob Metcalfe's stature to the management team, *InfoWorld* has all the elements in place to continue its recent dramatic growth " he added.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, March 31. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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Managing director appointed at IDC France
- PAGE 2

Spotlight: Young staff brings energy to *PC World Norge*
- PAGE 4

Purchasing group projects substantial savings
- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 10

MARCH 9, 1992

Vendors value the results of *CW*'s Brand Preference Series

COMPUTERWORLD
I/S BRAND PREFERENCE

Computerworld

Karl Savatiel, chairman of AT&T Tridom, accepts a Computerworld I/S Brand Preference Award from *CW* President Gary Beach. AT&T Tridom was one of 14 winners in the WAN study.

Computerworld's I/S Brand Preference Study Series has proven to be a useful method for vendors to more accurately measure how IS professionals rate companies and their products.

Each study in the series measures brands of choice in a number of key IT markets. So far, *Computerworld* has conducted three studies, polling readers on the products they prefer in more than a dozen categories within the microcomputer market and the wide- and local-area network markets.

Later this year, *CW* plans to conduct studies on preferences within the software and printer markets.

Each study in the series is based on a mail questionnaire sent to 2,000 randomly selected paid subscribers. Those surveyed are

- SEE PAGE 2

Macworld launches new CD-ROM unit

Fast on the heels of its recent merger with A+ Publishing, Macworld Communications, Inc. announces the formation of its new division, Macworld CD-ROM Publishing Ventures, Inc. The new division will produce and publish interactive CD-ROM titles for the education, information and entertainment markets, while focusing specifically on providing preeminent content in CD-ROM publishing.

Although CD-ROM technology has been a cottage industry to date, Macworld notes that there are more than 150,000 Macintosh CD-ROM players in the U.S. market today—a number that is growing by almost 10,000 per month. According to staff members, the steady increase is a direct reflection of the technology's significance as a medium for information distribution.

Macworld President and Publisher **Jim Martin** noted, "We firmly believe that as the number of CD-ROM players grows and as Apple introduces CD-based platforms, CD-ROM will become a mainstream communications tool. Our goal is to be instrumental in the evolution of the medium by producing and publishing high quality CD content."

- SEE PAGE 2

Brand Series

- FROM PAGE 1

asked what companies: 1) they prefer to do business with, 2) offer the best technology and the best price and performance, 3) provide the best service/support and 4) provide the best manuals and other technical documentation. Survey respondents are also asked what companies' products they have installed and what companies' products they plan to buy.

Steve Woit, *CW*'s vice president of marketing, said vendors have embraced the program because the studies not only reflect the products' value to users but also the effectiveness of the marketing campaign.

"In promoting to IS, vendors promote their company, not just their products. Those who come in second or third take a close look at their promotional campaign to see how they can improve," Woit said.

Winning companies receive commemorative plaques and may use CW brand preference logos for their advertising and collateral materials. Woit said *Computerworld*'s visibility has also increased through the many other promotional pieces of the series, including press releases, brochures with the survey results, and articles in the vendors' employee and customer newsletters.

IDG Communications Research, led by Vice President/Research **Judd Aschenbrand**, has developed and analyzed each study. **Mary Doyle, Elizabeth Phillips, Audrey Shohan** and **Patty Faherty** of *Computerworld*'s marketing department work on promoting the studies.

The top scoring companies in the WAN and LAN market categories were honored, respectively, at luncheons during the Communications Networks show in January and the Networld show last month. AT&T Paradyne, one of the winners in the WAN study, even videotaped the awards presentation. A representative later called Senior District Sales Manager **Bernie Hockswender** in Atlanta to say they were so pleased with the recognition they were creating an ad campaign based on their award to run exclusively in *Computerworld.*

Macworld

-FROM PAGE 1

President of Macworld CD-ROM Publishing Ventures **Dan Orum** believes that with the advent of CD-ROM technology and its inclusion of sound, text, video and graphics, there will be an explosion of CD-ROM content with users interacting on all levels.

"CD-ROM technology is going to become a very powerful source in the market, much like the VCR. With its ability to store vast amounts of information, 680 megabytes per disk, it will allow IDG to provide information on information technology that has never been able to be done before. An entire volume of encyclopedias can fit on one CD-ROM disk, and the content can be accessed within seconds," Orum explained.

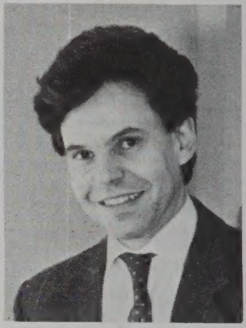
"Content will be coming from a variety of sources. We'll develop some of the title material, while other titles will be created by independent artists," Orum noted, adding, "We'll work to develop and promote the work of the most talented artists—much like the record industry."

World Update

Dan Orum will head up new unit.

Macworld CD-ROM Publishing Ventures will join forces with Medior, Inc., a multimedia content developer to form the new company. As joint venture partners, Medior will produce and direct content development.

IDC France taps Bidal to fill top spot



IDG France

Bidal

Gérard Bidal has been appointed managing director of IDC France.

"With close to 20 years experience in the industry, Gérard represents the best choice to establish IDC France as the leading IT supplier to the second largest market in Europe," said IDC Europe President **Roberto Masiero.**

Bidal, 44, began his career with Hewlett Packard, where he had marketing responsibilities in the areas of telecommunications and networks from 1974 to 1980. Following positions at Intertechnique and CEP Communications, he joined IDG France in 1983 where he served as editor-in-chief of *Le Monde Informatique* and publisher of *Telecoms & Reseaux International*, among other roles.

Since 1989, Bidal has managed his own consulting company specializing in network and telecommunications issues. His university education includes two master's degrees in mathematics and philosophy.

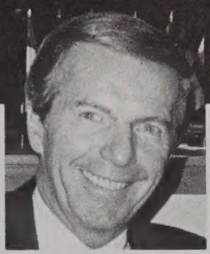
Bidal said he is looking foward to strengthening IDC France's consultancy and market research activities. "Companies depend on accurate information that's delivered quickly," he said. "Our goal is to enrich the data we collect with real added value through analysis, specific studies, consultancy and newsletters."

In another administrative change, IDG France took over financial responsibility for IDC France on February 1. IDC President **Kirk Campbell** said the new relationship unites the strengths of the largest French IT publishing company and Europe's leading IT market research company.

"We will be able to increase cooperation between both companies in France and offer our French customers an unrivaled range of high quality services," he said.

On line

ASK BILL



Q What are the rules for ESOP contributions? Several companies were surprised at receiving no contribution. Like most people, we can deal with bad news, but surprise bad news is harder to understand.

A Each year a baseline contribution is established by the IDG Board of Directors for U.S. business units based on the total operating results for the prior fiscal year. Business units that exceed their plan are eligible to earn bonus percentage points that increase the baseline contribution while points are subtracted from those units not making plan. Operating units operating at a loss are not eligible for a contribution. Since the contribution is a function of overall operating results combined with individual unit operating performance, it is often difficult to predict in advance what the contribution will be by business unit.

Q When exactly are you 100% vested in the ESOP plan? Does vacation, sick time or a short-term leave of absence affect your plan in anyway?

A Employees are 100% vested in the ESOP after seven years. Vacation, sick time and short-term leave have no effect on the vesting schedule.

Q What books do you recommend for the first-time investor?

A For first-time investors I recommend the free seminars put on by most brokerage firms such as Merrill Lynch, Smith Barney and Shearson. Although they will try and sell you on their services, they do, for the most part, provide excellent tutorials and written materials for the first-time investor. I also suggest reading *Barron*'s and *The Wall Street Journal* on a regular basis.

Q Can you describe the financial implications of being a joint venture, licensee, or wholly-owned subsidiary?

A In a joint venture two or more parties agree to combine for a particular business purpose. The joint venture document will clearly spell out the ownership interests as well as any limits of liability of each joint venture partner. Typically, a joint venture is incorporated in order to shield the joint venture partners from any liabilities other than those arising out of normal day-to-day business activities.

A licensee typically signs a license agreement that gives them certain rights to a name or a product. For instance, IDG has a number of licensees who pay a license fee in exchange for the right to either use one of our names (in countries where we do not publish), or for access to our News Service. A licensee operates under the terms of a license agreement and must abide by that agreement until it is cancelled.

A wholly-owned subsidiary is a 100% owned subsidiary of a parent company. It is typically funded by the parent but is a separate and distinct legal entity. There are a number of reasons why companies establish wholly-owned subsidiaries rather than setting up independent units as a division or a branch.

Q As the potential owner of my parent's home, how do I guard against the 30-month lien that a nursing home is legally able to apply?

A Keep in mind I am not giving out legal advice, only telling you what I might do if I were in your situation. If, in fact, you will become the owner of your parent's home, it might be best for them to start gifting it to you now. According to U.S. tax law a married couple can each gift $10,000 to a son, daughter, grandchild, son-in-law or daughter-in-law without incurring a tax. Assuming you are married with two children, your parents could gift $80,000 a year to your family as an interest in their home and there would be no tax liability. Or, if time is a factor, they could take advantage of the lifetime exclusion and gift the entire interest in the home assuming the value does not exceed the limits.

Lastly, before doing anything I suggest you contact a lawyer or tax advisor.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

Spotlight

PC World Norge gains market share through user focus

PC World Norge's editorial team (back, from left): Bernhard Steen, Asle Reium, Are Slettan, Eirik Gulbrandsen. (Front): Arne Uppheim, Marx the dog, Torgeir Vikan. Absent is Jan-Frod Nordli.

At the 1991 IDG Chairman's Award presentation in California, *PC World Norge* walked away with the "Largest Gain in Market Share" award. The publication boosted its share from 43% to 52% between 1990 and 1991. The plaque IDG Norway Managing Director **Morten Hansen** accepted on behalf of his staff symbolized the gains *PC World Norge* has made since its modest beginning five years ago.

In January 1987 *PC Mikrodata*, a combination of a home user/hobbyist magazine, changed its name to *PC World Norge*. Even though the editorial staff remained unchanged—it consisted of two full-time employees, editor-in-chief Toralv Ustvang and journalist **Eirik Gulbrandsen**—the focus of the magazine changed to target professional users. In his editorial, Ustvang wrote "*PC World Norge* is going to be the first and only magazine for all levels of Norwegian PC users." Gulbrandsen left the magazine half a year later to join the army, and for six months Ustvang was the sole member of the editorial staff. **Bernhard Steen**, who is editor-in-chief today, joined Ustvang in January 1988.

PC World Norge experienced tremendous growth in the years following the name change. "Naturally, the magazine is small compared to U.S. publications, but in Norway, with a total population of 4 million people, a paid circulation of 15,000 is quite impressive," Steen said.

REVENUE GAINS

The growth in advertising revenue has been even bigger than the growth in circulation. *Computerworld Norge* still has a higher revenue than *PC World Norge*, but the latter has grown from the fifth largest to the second largest computer magazine in Norway.

The main reason for *PC World Norge*'s success is that the focus is still on the individual PC user. "From 1987 to 1991, *PC World Norge* didn't have a single competitor that focused on users," Steen said. "Everybody else was busy producing magazines for the MIS staff, for executive decisionmakers and for vendors."

In addition, Steen said the staff has never considered other Norwegian publications to be the company's only competitors. "We knew that many readers would buy U.S magazines like *PC World* and *PC Magazine* when they needed information, and we used them as a kind of template of what *PC World Norge* should be. We invested in quality, both in editorial and layout, and succeeded. It was not the cheapest way to publish a magazine, but our growth is proof that it paid off."

Today, *PC World Norge*'s staff produces several different products. While *PC World Norge* is a product- and tips-oriented magazine, *PC World Ekspress*, a biweekly newsletter distributed to all subscribers, delivers timely news on new products and industry people and was an instant hit when it launched last year. *Lotusworld* and *PC World Norge Windows Special* focus on tips to make PC users more proficient in specific applications. In addition, the staff publishes the biannual *PC World Norge Produktguide*, a complete list of all PC products available in Norway.

Managing Director Hansen, reflecting on the market share award, said he was proud of his staff's efforts. "I'm sorry it was not the largest gain in profit as well," he said with a smile. Given the publication's momentum, perhaps this year his wish will come true.

WHO'S WHO

Editor-in-Chief Bernhard Steen, 30, has a degree in computer science from the University of Bergen. A rock music enthusiast, he's worked as a writer in that field as well as in IT for the past 14 years. Outside the office, he also enjoys playing squash.

Executive Editor **Are Slettan**, 26, has worked at IDG for three years, primarily with *PC World Norge*. He has a degree in journalism from the University of Texas/Austin and says his main interest is "to get home from work."

Eirik Gulbrandsen, 24, has been with IDG since 1983. He recently left the *PC World Norge* staff to manage IDG Norway's computer systems full-time, but he still freelances for the publication. His main interests are paragliding and watching films.

Journalist **Jan-Frode Nordli**, 35, joined

-SEE PAGE 5

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK March 9, 1992

he Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

NATIONAL ACCOUNT DIRECTOR (IDG)
A seasoned ad sales veteran is needed to call on a selected group of IDG's top clients as part of IDG's Marketing Services Division. Requires experience in strategic salesmanship and the ability to effectively represent IDG's worldwide product line.

BOOKKEEPER (IDG)
Candidate will be responsible for all aspects of processing transactions for one or multiple IDG operating units. Transactions will include accounts payable, advertising billing, advertising debit and credits, manual checks and journal entries. Account reconciliations and various journal entry preparation is also included. Experience in a sophisticated accounting system using various accounting packages is preferable; Lotus experience is helpful.

SENIOR EDITOR - DATA COMMUNICATION (NWW)
This seasoned high-technology reporter will cover the Data Communications area which involves coverage of the data net, work architectures, open systems, network management and companies such as DEC, HP, AT&T and others. Requires the ability to break news as well as provide trend/analysis coverage. *Send resume, clips and salary requirements to Susan Perry, Human Resources, 5 Speen St., Framingham, MA 01701.*

DISTRICT SALES MANAGER (DNP)
Candidate will sell advertising space for *Digital News*. Must have telemarketing and sales experience.

PUBLISHER (MAC)
Macworld magazine is seeking a senior level publishing executive to assume overall business side responsibilities including sales, marketing, manufacturing, circulation and research. This position will report directly to Jim Martin, the President/CEO of Macworld Communications. The ideal candidate will have 10 or more years of publishing experience, a proven record of success in sales and marketing strategies and prior direct management of all business side disciplines.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	Job Hotline (415)978-3100
GPI	Claudia Wooldridge (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: March 9, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Account Director	Marketing Services Div., CA	K. Conlin	(617)534-1200
IDG	Bookkeeper	Framingham, MA	B. Corry	(508)935-4416
IDG	Receptionist	Mountain View, CA	L. Forbes	(415)424-8844
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
IDG	Cust. Service/Order Processor	List Services, Natick, MA	M. Cornetta	(508)935-4734
WEC	Fulfillment/Registration Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NWW	Sr. Editor - Data Communication	Framingham, MA	S. Perry	(508)935-4407
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
NWW	Asst. Managing Editor - News	Framingham, MA	J. Gallant	(508)820-7426
LPC	Account Manager	*LOTUS*, Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Associate Analyst, IRS & UNIX	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Administrative Asst./Receptionist	Iselin, NJ	D. Best	(908)632-9222
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Account Executive	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
DNP	District Sales Manager	Boston, MA	R. Corbin	(617)482-8470
ENP	Business Reporter	*Electronic News*, Los Angeles, CA	R. Bambrick	(212)909-5918
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Exec. Editor - Product Evaluation	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Software Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Test Technician	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	National Sales Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld*, San Mateo, CA	C. Neumann	(415)312-0501
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Librarian	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld*, San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist/Admin. Asst.	*PCWorld* Central Srvs, San Fran., CA	P. Murphy	(415)978-3365
IMI	Southwest Regional Sales Mgr.	*SunWorld*, Laguna Miguel, CA	H. Versen	(415)267-1720
IMI	Electronic Production Artist	*SunWorld*, San Francisco, CA	L. Stoll	(415)267-1706
IMI	Asst. Technical Editor	*Publish*, San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor	*CWPI*, Framingham, MA	P. Gillin	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	A. Alper	(508)879-0700
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339

NW, CW reorganize sections for reader ease

Computerworld and *Network World* both revamped their editorial sections recently to better meet readers' needs for timely and accessible information.

Last month, *Computerworld* introduced four new technical sections: Desktop Computing (covering single-user PCs, workstations and software), Workgroup Computing (LANs, servers, small multiuser systems and group applications), Enterprise Networking (connecting desktops and workgroups across an organization) and Large Systems (comprehensive coverage of data center hardware and software), which includes a subsection called Application Development (emerging software technologies).

The dramatic industry shift toward more functional use of computers was the prime reason for the changes, said Executive Editor **Paul Gillin**. "Previously, our technical sections centered on hardware and software platforms. The new sections recognize that buying decisions are now based much more on how systems will be used than on the machine," he said.

NEWS SECTION CONTINUITY

In addition, all of the news pages have been bundled together toward the front of the publication, eliminating the need for readers to search for the continuation of articles in the back.

"I can tell you unequivocally there is no other paper or magazine out there that offers this convenience or that offers so large a news section," wrote Editor-in-Chief **Bill Laberis** in his editorial on February 10. *Computerworld* is spending substantial money in the printing process to effect this section change without interrupting the usual delivery schedule, he added, "but you [the readers] are certainly worth it—and more."

Beginning last week, *Network World* introduced the Enterprise Applications section, which covers distributed database, e-mail and groupware that take advantage of enterprise networks, and the Internetworks section, which focuses on building LAN to LAN and WAN to WAN networks covering such technologies as bridges, routers, gateways and intelligent hubs. The Data Communications section has been renamed Data Net Architectures to better reflect its content. It has also reorganized coverage of domestic and global voice and data services into a single Services section.

"We wanted to devote separate sections to the areas readers wanted to know more about, and, in the process, make it easier for them to find the information they need," said Editor **John Gallant**.

PC World Norge

- FROM PAGE 4

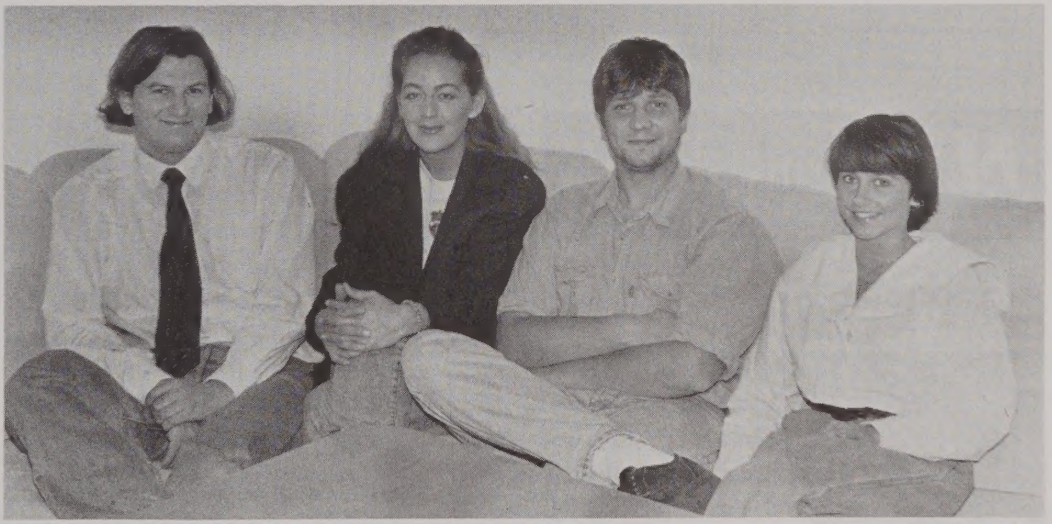
PC World Norge last December. He has a master's degree in economics and has worked for many years in the Norwegian offshore-oil and computer industries. Family and computers are his main interests.

Journalist **Arne Uppheim**, 24, has a bachelor's degree in economics. He's worked as a writer for five years, and was an editor at a competing magazine before joining IDG a year ago. His hobbies include skiing, boardsailing and cooking.

Typographer **Asle Reium,** 39, has worked on the layout of *PC World Norge* since 1985. He enjoys music and the theater.

Torgeir Vikan, 26, was trained as a typographer. He came to IDG six months ago from a PR firm, and works in publishing part-time while also earning a living as a rock musician.

Marketing and Sales Manager **Lise Thorstensen,** 30, came to the publication in 1989. Educated in marketing, she gained her experience in sales from her days with Norway's general press. While she says her main interest is *PC World Norge*, she also loves traveling, cooking (and eating!) and reading, especially books on psychology, philosophy and anthropology.



photos by World Update

PCW Norge's sales team (from left): Frode Rogerud, Lise Thorstensen, Rune Antonsen and Chris Talleräs. Missing is Morten Christensen.

Salesperson **Rune Antonsen**, 26, is married and the father of two. He enjoys spending time with his family and playing soccer.

Salesperson **Frode Rognerud** joined IDG in January 1991 and has a degree in dataprocessing. He enjoys all sports, especially soccer, and also finds time for fishing.

Morten Christensen, 28, has worked in sales for six years and joined *PC World Norge* in December. Earlier, he worked for several banks and has a background in finance. Outside the office, he enjoys boats, karate and classic cars.

Sales Secretary **Chris Talleräs** has worked at IDG for two years. She has a background in business, and her hobbies are gymnastics and aerobics.

Group purchasing yields significant savings

All of IDG's business units are feeling the effect of the worldwide recession to some extent. In an effort to halt its effects at *Computerworld*, Senior Vice President Operations **Matt Smith** called upon *CW* staff and members of surrounding IDG business units to combine their purchasing power and form the IDG Purchasing Consortium.

Participants gathered for the first time in November to discuss the possible vendors they would target, and to assign a point person to each category. Smith, *CW*'s Sales Coordinator **Lisa McGrath** and Director of Information Systems **Linda Nelson**; *Network World*'s Director of Finance **Mary Fanning**, Administrative Assistant **Nanci Farquharson** and Manager of Information Services **Jack McDonough**; *CIO*'s Director of Financial Administration **Nancy Bryson** and IDC's Vice President U.S. Sales and Administration **Larry Bishop** and Telephone Center Manager **Ann Clark** reconvened in December with vendor feedback on office supplies, letterhead, copier paper and computer and software supplies.

"I think it's going to provide us with a significant amount of leverage in volume buying. Right now we are still exploring volume discounts with vendors, but IDC will participate in the overall printing area of letterheads and the shipment of short-term documents. We are also presently working on consolidated volumes with Federal Express and DHL as well as exploring capital discounts on items such as copiers, but those prices are fairly low to begin with," noted Bishop.

SUBSTANTIAL SAVINGS

The individual business units are not required to use the recommended vendors. The overall goal is to give business units options to participate, while still benefitting from the lower cost by purchasing together.

"We have the advantage of one company but maintain the benefits of decentralization," said Smith.

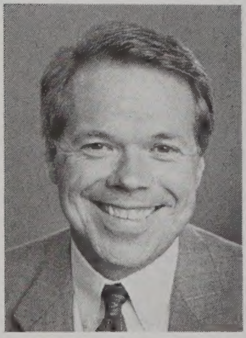
The companies are already beginning to reap some benefits from the Purchasing Consortium. Smith has already calculated that this year *Computerworld* stands to save approximately $30,000 on normally purchased items.

At the end of the first quarter, Smith will hold another meeting and invite other local business units such as World Expo Corp. to participate.

According to Bryson, *CIO* has been able to save time and money. "By tapping into the IDG network of business units, we were able to get good feedback from others. We were able to use Vice President of Operations **Craig Pierce** as a resource who put us in touch with a paper supplier, and they showed us the price break they were able to offer the IDG International News Group," Bryson said.

Noteworthy!

PROMOTIONS


Frymire

PC World

PC World's **Bruce Frymire** has been appointed director of marketing. Frymire, 44, has been with *PC World* for nine months managing the magazine's public relations and marketing communications programs. Frymire came to *PC World* from Niehaus Public Relations where he served as a high-tech account supervisor for four years.

Prior to that he was an account supervisor at KPA Advertising in Santa Clara, Calif., and Los Angeles, and before that was director of advertising and marketing at *InfoWorld*, director of marketing services at Harper & Row Publishers in New York, and an editor at Holt, Rinehart & Winston in Chicago.

Frymire holds a BA in English from the University of Virginia and served as a commissioned officer with the Navy from 1969-1972. He attended graduate business school at the University of Southern California.

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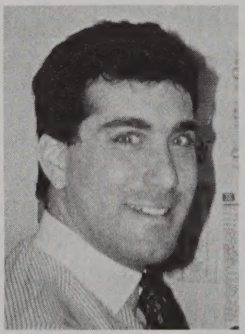

World Update

Silverman

Wayne Silverman moves from *Digital NEWS*' classified section as sales representative to account executive for *Digital NEWS*' EXTRAs Program. Silverman will be responsible for managing and maintaining account service for both display and classified accounts participating in the EXTRAs Program as well as prospecting and developing new national accounts. He is a graduate of the University of Massachusetts at Amherst and holds a BA in economics.

NEW EMPLOYEES

IDG Denmark

Jørgensen

Tina-Maria Jørgensen is the first employee in IDG Denmark's newly formed IT division. She will coordinate and analyze IDG Denmark's IS needs for editorial and the overall organization. Prior to joining IDG Denmark Jørgensen was a management consultant with Computer Resources International. She received a BSC in electrical engineering and enjoys sailing and playing the accordion in her spare time.

Network World presents ENNE scholarship award

On February 13, during the Networld '92 Boston conference, the Massachusetts Institute of Technology's Sloan School of Management was named the recipient of the ENNE scholarship award. The ENNE Award program, co-sponsored by *Network World*, honors leaders in the strategic application of enterprise network technology. This year's $7,500 unrestricted grant will provide financial support for a graduate studying the effect of information technology on management.

(From Left) Stephen Yesenosky, ENNE Executive Director; Ralph Iannuzi, chairman of Bruno Blenheim, Inc., producers of NetWorld; Colin Ungaro, president and publisher of *Network World*, and Stuart Madnick, the John Norris Maguire professor of IT at MIT.

Network World

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Tom Monahan - CW Publishing

THIRTEEN YEARS
Walter Schönberger - IDG Germany

ELEVEN YEARS
Margaret McIndoe - CW Publishing

TEN YEARS
Frederick LoSapio - CW Publishing

NINE YEARS
Lucy Sheehan - IDG
John Reichmuth - IDC
David Vellante - IDC

EIGHT YEARS
Leslie Barton - *Macworld*
Christina Spence - PCW Central Serv.

SEVEN YEARS
Jim Povec - IDG Japan
Clinton Wilder - CW Publishing

SIX YEARS
Christine Cavelle - IDG France

FIVE YEARS
Elizabeth Fleming - IDC Canada
Paul McCloskey - *Federal Computer Week*
Jane Lagas - *Macworld*
James Daly - CW Publishing

FOUR YEARS
Eve Lieberman - IDG
Gina Salaices - *Macworld*
Cathleen Duffy - CW Publishing
Sarah McEwen - CW Publishing

THREE YEARS
Florence Delay - IDG France
Carol Gockenbach - *CIO*
Lisa Dickinson - IDG
Kathryn Clarke - IDG
Moira Gillis - *CIO*
Judith DeBrandt - ISG
Carol Hildebrand - CW Publishing
Ellis Booker - CW Publishing
Andrew Ware - IDC
David Warshay - IDC
Thomas Herrmann - IDC

TWO YEARS
Grant Clothier - IDG New Zealand
Terri Edelman - *Macworld*
Scott Danish - *PC World*
Kathy Poppenhagen - *PC World*
Melissa Riofrio - *PC World*

ONE YEAR
Dalia Schwartz - *Macworld*
Tom Harvey - *Computer Buying World*
Ilene Morris - *Computer Buying World*
Kerrin Fuller - *Computer Buying World*
Deborah Perry - *Computer Buying World*
Sharon Specht - *Computer Buying World*
Kevin Downey - *Computer Buying World*
Catherine Coughlin - *Computer Buying World*
Alison Keating - *Computer Buying World*
Paul Martin - *Computer Buying World*
Randy Ross - *Computer Buying World*
Catherine Hayes - *CIO*
Heidi Schuberthan - *Digital NEWS*
Brad Bass - *Federal Computer Week*
Francesca Davies - *PC World*
Kristin Kuester - *PC World*

Off line

Congratulations to all our enthusiastic cartoon contest contributors. Winner Jeff DeTray will receive an official "Off line" T-shirt, and the honorable mention winners below will receive IDG World Update stadium cups.

HONORABLE MENTIONS:

"You're kidding! I thought you said 'sloppy' disks!!"
- **Ellen Sanderson**, *PC World* (Natick sales office)

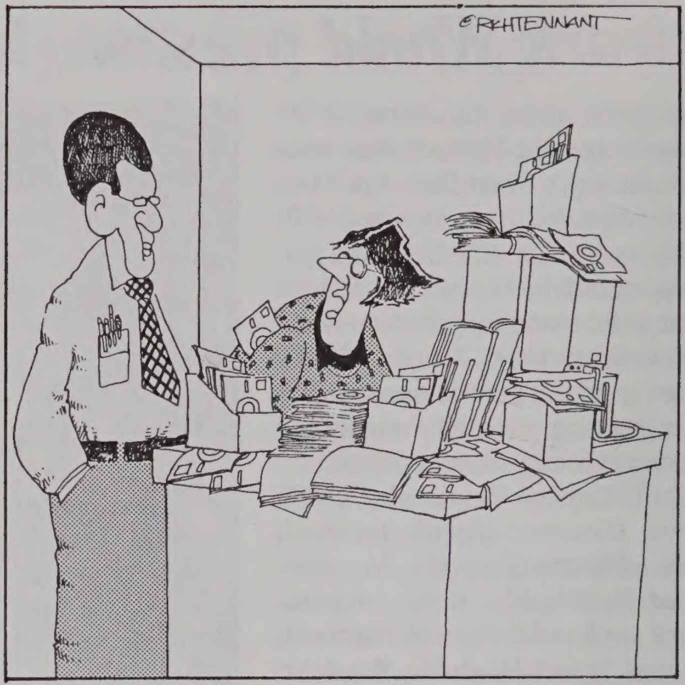
"It's not exactly a virus. These damn things just keep duplicating!"
- **Dave Taylor**, *SunWorld*

"I hear it's a great program, once you get it installed."
- **Tom Moran**, *Macworld*

"I never thought a paperless office would be quite like this."
- **Lisa Mitchell**, *Computerworld Australia*

- "I'm on deadline for the 'office efficiency' article. How do you spell 'organized'?"
- **Suzy Thomas Klein**, *Network World*

"The only virus I could find was from Millie in the mailroom."
- **Simon Salamon**, LINK Resources



"You mean you can put more than one file on a floppy?"

- Jeff DeTray, IDG Peterborough

"I'm checking the capacity of the hard disk. So far, I've loaded it with 86 floppies and three volumes of *Weird and Unexplained Phenomena* from Time-Life Books."
- **Dan Holden**, *Electronic News*

"Do you thnk there is a way to apply pocket protector technology to the organization of diskettes?"
- **Susan Pienkos**, *Electronic News*

IDG *World Update*

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
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EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDC managers talk sales and trim sails at regional meeting

- PAGE 2

***Mikro PC* is Nordic king of PC magazine hill**

- PAGE 4

***Computerworld* plans contest for Windows World show**

- PAGE 5

IDG World Update

VOLUME 22, NUMBER 11

MARCH 16, 1992

East Europeans get training in IDG publishing skills

IDG continued its own foreign aid program to Eastern Europe by sponsoring a recent seminar on publication management for IDG's East European managers.

The seminar, organized by **Morten Hansen** and his staff from IDG Norway, was held in Helsinki in conjunction with the regular IDG European Managers Meeting March 1-3. Representatives from Russia, Bulgaria, Czechoslovakia, Poland and Hungary attended the seminar.

"I learned a lot," said Bulgarian Managing Director **Tatiana Hinova**. "It is so helpful to learn how other IDG companies do business successfully."

FROM SOUP TO NUTS

Hansen and Norwegian Administration Manager **Lars Egil Saetrang** prepared a manual of publishing operations that was given to all participants in the seminar. Using the manual as a guide they worked through every aspect of running an IDG company including personnel, compensation, administration, office organization, sales management, marketing, competition, editorial focus, shows and expositions, long-range planning, computer systems and circulation.

"You should understand that I am not trying to tell any of you how things should be done in your country," explained Hansen. "This is how we have done things in Norway. You should always adapt everything I say to your local situation."

Hansen also preached the benefits of a multi-dimensional company with show activity and a close working relationship with IDC.

The afternoon session of the seminar covered the financial side of running an IDG publishing company. Presentations were done by **Susan Petrie**, director of financial analysis and planning in Boston and **David Hood** from the International Controller's office in London.

The financial sessions included information about standard accounting and business practices as well as IDG financial reporting requirements.

World Update

Morten Hansen discusses management with Pat McGovern.

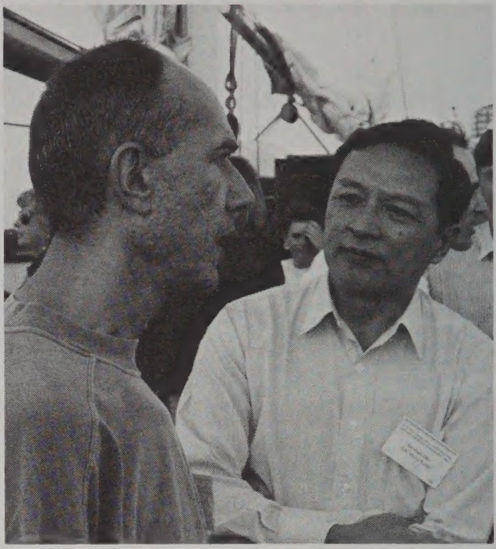
Tips for running a tight publishing ship

- Make sure your sales staff is reading your publications.
- Managers spend too much time answering routine questions. Put it all down in a manual.
- Make sure everyone in your organization — particularly the new people — knows about all your products.
- It is cheaper to keep the subscribers you have than to get new ones.
- People work best in small groups, not alone.
- Practice "management by understanding" and you will have little staff turnover.
- Monitoring revenue per employee is the best total measure of effectiveness.
- The more information you share with your people, the better each can do the job.
- Pay attention to the Ten Corporate Values. They create the corporate culture in which we all work.

-Morten Hansen

IDC managers turn up new ideas Down Under

Len Rust and David Moschella aboard the *Solway Lass.*



Anthony Miller, IDC Australia, and Saiman Hui, IDC China/Hong Kong, talk shop.

Photos by IDC Australia

(From left) Lynnette Cridland, Louise Munkman and Michael Cleary from IDC Australia enjoy the Sydney Harbor cruise.

IDC managers from the Asia/Pacific region gathered in Sydney, Australia, late last month to discuss strategies and forecasts for 1992 with IDC President **Kirk Campbell** and Senior Vice President **David Moschella.** The attendees hailed from eight of the 11 IDC offices in the region: Australia, New Zealand, Hong Kong, Japan, Thailand, South Korea, India and Singapore.

Managers met individually with Campbell, Moschella and Asia/Pacific Research Center Director **Davis Blair** to review business plans and research schedules. They also presented overviews of their markets and research programs to their colleagues.

"This is the fastest growing IT market in the world," Campbell said. "The meetings were a tremendous opportunity for our local country managers to discuss new research ideas and share product success stories and marketing strategies."

IDC Australia took advantage of the managers' presence to stage the first "Opportunities in Asia/Pacific" seminar, which drew more than 70 senior executives from vendor and government organizations. Moschella and Campbell spoke on worldwide and regional IT trends, respectively, and each IDC manager outlined export opportunities in his country.

"There is considerable demand in the Asia/Pacific region for a broad range of IT products and skills, many of which Australia is well-positioned to provide," said **Len Rust**, general manager of IDC Australia and vice president of IDC Asia/Pacific. "The seminar gave local vendors a chance to identify real opportunities for their products and services in these burgeoning markets. Exports and our relationship with the region are significant issues in Australia at the moment, and the opportune timing of this seminar means that a number of business opportunities have emerged for IDC Australia and IDC offices throughout the region."

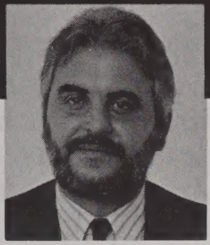
Moschella and Campbell were so impressed with the session, and the visibility it brought the local IDC office, that they're considering holding a similar event next year on the West Coast or in Japan.

Another first-time event, the IDC/IDG IT Leaders Forum, proved equally successful. Moschella addressed a lunch meeting of close to 20 key industry chief executives and discussed the anticipated restructuring of the IT industry through the 1990s. IDC Australia plans to hold the forum every three months or so to correspond to the presence of appropriate IDG or IDC executives, or other IT industry notables, traveling Down Under. The next presentation will tentatively focus on the future of Japanese vendors and will coincide with the IDG regional managers meeting in April.

While the schedule of meetings and presentations was demanding. the managers were able to find some time after hours to sample the delights of Australian living and hospitality. Rust hosted a traditional Australian barbecue at his home for managers and their guests, and the group also enjoyed an evening at one of Sydney's premier seafood restaurants. The highlight of the week was an evening cruise on picturesque Sydney Harbour aboard the historic tall ship *Solway Lass.*

On line

ASK CHERIF



From time to time, "On Line" features selected guest columnists. This week, World Expo Corp. President/CEO Cherif Moujabber takes a turn.

Q How would you define your present job responsibilities and mission?

A My brief from the IDG Executive Committee is to propel World Expo Corporation into a major international force in the IT events market. In 1989, WEC organized five shows in three countries. In 1992, WEC will organize 50 shows in 20 countries. This brings us close to fulfilling our brief.

Our mission, though, is to become the leading organizer of IT events in the world. But different criteria can define that goal, such as the number of visitors or exhibitors, number of shows or countries of operation and the total sales or profit to name a few. The first step of the mission is market share or number of shows. We should become the worldwide leader by the end of 1992 in number of shows. No other organizer can claim this in the IT market.

Q What are your core product lines?

A Today WEC has four core product lines: Communications; Macintosh; workstations and Unix; and PC and applications.

ComNet has grown to become the largest voice and data communications show in the U.S. Internationally, ComNet is also held in Korea, Amsterdam, Italy and Prague.

Supporting the Macintosh arena are Macworld Expos. From their dominant position in the U.S., they have become the most successful family of shows in the world. At present, four Macworlds are held in North America, eight in Europe and six in the Asia/Pacific region.

SunWorld Expo/Unix Expos have capitalized on the rapid growth of Sun and the Unix market in general. Internationally, the expos take place in six countries. Look for even more growth in this area.

Our PC, Windows and multimedia events are rapidly growing with more than nine expos in seven countries.

In addition, WEC is constantly researching and launching new products in emerging technologies such as object oriented programming and imaging. Our latest success is a multi-year contract with Digital Equipment Corp. to handle their prestigious end-user oriented events.

Q I understand the recent Macworld Expo/Tokyo exceeded expectations for attendance. How do you explain this?

A Macworld Expo/Tokyo exceeded everyone's expectations, having grown 150% of last year's size in terms of exhibitors and booths, as well as reaching 160% of last year's attendance. Several factors account for this: Apple's installed base and shipments grew by just under 100% last year. That in itself would be good enough if it were not for the user concentration that Greater Tokyo represents in the Japanese economy. In the U.S., the diversity of the market dictates a show on each coast (Boston and San Francisco). In contrast, the overwhelming majority of the installed base is in Tokyo.

Equally important are the internal factors. Macworld Expo Tokyo probably represents the best example in the world where three IDG units—*Macworld Japan*, *Computerworld Japan* and World Expo Japan—have collaborated so intimately from the start to produce this success.

David Ushijima, president of Macworld Communications Japan, who is now a living legend among Japanese Mac circles, has presented the best technical program of conferences in any Macworld around the globe. Jim Povec, president of IDG Communications Japan, no less of a legend in other circles, has put the full weight of *Computerworld Japan* behind the event while constantly playing the role of cheerleader, troubleshooter, devil's advocate and coordinator with our Japanese partner, Fuji Sankei, and their powerful media empire.

World Expo Japan, under the leadership of Setsurou Tamai and his able team, is the glue that put all these forces and energies to good use. The end result was the most successful Macworld Expo in terms of attendance with 80,000-plus visitors.

Q What new-to-market opportunities do you see the IT trade show industry focusing on in the next five years? What areas are WEC looking into?

A Pen-based computing, imaging, client-server technology and new operating systems are subjects that WEC is currently researching along with the secondary market.

Enterprise networking and high performance networks are value-added to our exisitng products.

Overseas we will continue to launch products within our four core product lines. We may pioneer a couple of shows in Japan that will be duplicated over here in the next two to three years.

Calendar 1 2 3

- **MARCH 27**
  Distribution Channels Conference
  IDC Italy
  Milan, Italy

- **MARCH 31**
  Outsourcing Conference
  IDC Germany
  Frankfurt, Germany

- **APRIL 2-3**
  IDG Circulation Function Meeting
  Phoenix, Ariz.

- **APRIL 5-8**
  Computerworld Corporate
  Technical Recruiters Conference
  Infomart
  Dallas, Texas

- **APRIL 6-9**
  SunWorld Expo
  Santa Clara Convention Center
  Santa Clara, Calif.

- **APRIL 7-10**
  (NEW DATES)
  Macworld Expo/U.K.
  National Exhibition Center
  Birmingham, England

- **APRIL 8-10**
  Macworld Expo/Sweden
  Stockholm International Fairs
  Stockholm, Sweden

- **APRIL 10-11**
  Asia/Pacific Managers Meeting
  Sydney, Australia

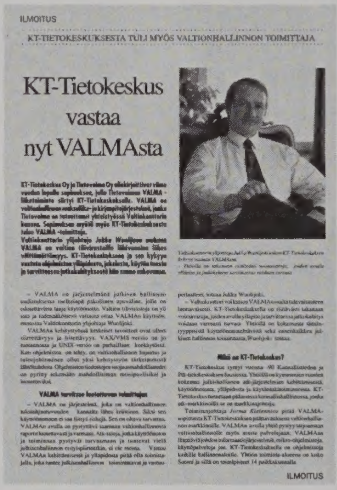
- **APRIL 13-15**
  IDG Worldwide Editors Meeting
  Tokyo, Japan

- **APRIL 24-30**
  IDC Briefing Sessions
  Spain, Denmark, Sweden,
  Switzerland, Finland and the U.K.

Finnish subsidiary offers new ad, data options to vendors, users

Oy Talentum Ab, IDG's licensee in Finland, always has something new to interest readers and advertisers. Recently, the company developed a new advertising section to strengthen vendors' identities and an on-line multimedia buyers guide.

According to **Evi Leppänen**, advertising manager for Talentum's three IT publications, Finnish companies tend to advertise their products rather than themselves. As a result, buyers often can't always make a clear connection between a specific product and its seller or producer. Research has shown that most people only know facts such as company size and corporate mission for large companies such as IBM. Justifiably, "buyers think it is dangerous to do business with unknown companies," Leppänen said.



ILMOITUS

KT-TIETOKESKUKSESTA TULI MYÖS VALTIONHALLINNON TOIMITTAJA

KT-Tietokeskus vastaa nyt VALMAsta

ILMOITUS

The first "Company Presentation" ad appeared in February.

The "Company Presentation" advertising option was created to give vendors an opportunity to describe themselves and their products in more detail. The advertiser can determine the size of the ad and include a photo of key managers and/or the firm's logo. The first ad appeared in *Tietoviikko* in February, and several others are slated for *Tietoverkko* in early April. *MikroPC* is also accepting "Company Presentation" ads.

Leppänen said the company is encouraged by the response so far. The ads are promoted through telemarketing and direct mail to targeted companies.

GUIDE GOES ON-LINE

The networking publication *Tietoverkko* is the first Finnish magazine to offer a multimedia buyers guide available both on-line and in print.

The guide is organized into data, voice, text and imaging products and services. Advertisers pay a single yearly fee that includes both printed and electronic versions.

The printed buyers guide is included in the bimonthly magazine and updated for each issue. The electronic version is updated on an ongoing basis and is accessible through three public gateway services.

Users can tap into the system using keywords for the items they're interested in, such as LAN products or WAN services. The on-line service also offers an option for users to request more information on certain products, which will be sent to them by fax.

MikroPC takes lead in Nordic market

MikroPC, Finland's equivalent of _PC World_, now ranks as the largest circulation PC magazine not only in Finland, but in all the Nordic countries.

Oy Talentum Ab, IDG's licensee in Finland, signed an agreement with the Finnish Information Processing Association (FIPA) late last year to allow FIPA members to choose either _MikroPC_ or _Tietoverkko_, the networking publication, as part of their membership package. All 22,000 members also receive _Tietoviikko_, Finland's _Computerworld_.

As a result, _Mikro PC_ more than doubled its circulation to just over 30,000, with more than 100,000 readers through pass-along distribution.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK   March 16, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

COMPUTER OPERATOR (IDG)
Candidate will provide operational and client support for a DEC VAXcluster, Personal computers and MAC's in a LAN/WAN. Duties include: backups, software installations, problem solving, supply ordering, report generation and distribution. Prior Novell, Banyon networking and data communications experience is a plus. Minimum 2 years experience in computer operations required.

EXECUTIVE ASSISTANT (IFW)
This highly visible, demanding position reports to and works for the *InfoWorld* executive offices in a very fast-paced environment. Candidate should have 5 years executive level administrative support experience, be extremely organized and multi-task oriented. Word processing experience required.

COPY EDITOR (IFW)
Candidate will edit copy for grammar, spelling and style, as well as write headlines, captions and pull quotes. Requires English or journalism degree. One year experience preferred. Experience with Quark Xpress a major plus.

SENIOR SOFTWARE EDITOR (IFW)
This highly visible position as managing editor of *InfoWorld's* five page software section will include management of three writers and breaking PC software news. 4 years experience covering the PC software industry and a strong educational background required.

ASSISTANT TO THE PRESIDENT (MAC)
Candidate will support, assist and coordinate department activities for the President/COO in all administrative facets of MCDV including: office management/administrative support, sales and vendor support. Initiative along with strong organizational and communication skills required. Must be multi-task oriented. Secretarial or general office experience (typing, filing, answering phones, etc.) required. Must possess knowledge of personal computers (preferably Macintosh) including word processing and be willing to learn new applications and expand knowledge of personal computers. Familiarity with database applications preferred.

CIRCULATION DIRECTOR (GPI)
Candidate will manage in-house circulation department. Expertise in budgeting, forecasting and computer modeling required. 5 or more years experience with a strong consumer background necessary.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	Job Hotline (415)978-3100
GPI	Claudia Wooldridge (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: March 16, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
IDG	National Account Director	Marketing Services Div., CA	K. Conlin	(617)534-1200
IDG	Bookkeeper	Framingham, MA	B. Corry	(508)935-4416
IDG	Receptionist	Mountain View, CA	L. Forbes	(415)424-8844
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
NWW	Sr. Editor - Data Communication	Framingham, MA	S. Perry	(508)935-4407
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Senior Analyst, PC Graphics	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Commercial Multiuser Res.	Framingham, MA	D. Vellante	(508)935-4218
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
DNP	District Sales Manager	Boston, MA	R. Corbin	(617)482-8470
ENP	Business Reporter	*Electronic News,* Los Angeles, CA	R. Bambrick	(212)909-5918
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Exec. Editor - Product Evaluation	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Technician	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	National Sales Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist/Admin. Asst.	*PCWorld* Central Srvs, San Fran., CA	P. Murphy	(415)978-3365
IMI	Electronic Production Artist	*SunWorld,* San Francisco, CA	L. Stoll	(415)267-1706
IMI	Asst. Technical Editor	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Assistant to the President	*Macworld,* San Francisco, CA	D. Orum	(415)978-3386
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor	*CWPI,* Framingham, MA	P. Gillin	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	A. Alper	(508)879-0700
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)362-5200

Cooperative first Windows World Open honors developers

Both tennis and golf have theirs and now, in an effort spearheaded by *Computerworld*'s Senior Vice President of Marketing **Steve Woit**, Windows World '92 will host the premier Windows World Open contest.

The Windows World Open contest, co-sponsored by *Computerworld*, Microsoft, Windows World and *Windows Watcher*, spotlights many of the Windows pioneers whose custom applications work is never seen outside their own companies.

Computerworld's Senior Vice President/Editorial **Bill Laberis** and Editor and Publisher of the *Windows Watcher* newsletter Jesse Berst selected an independent panel of judges to choose the winning applications from more than 35 entrants. Nominees selected were chosen for innovation, form and function in nine industry categories, including: Manufacturing, Finance; Insurance; Real Estate, Transportation; Communications; Utilities, Services; Professions, Wholesale; Retail; Distribution, Government; Public Administrations and Other.

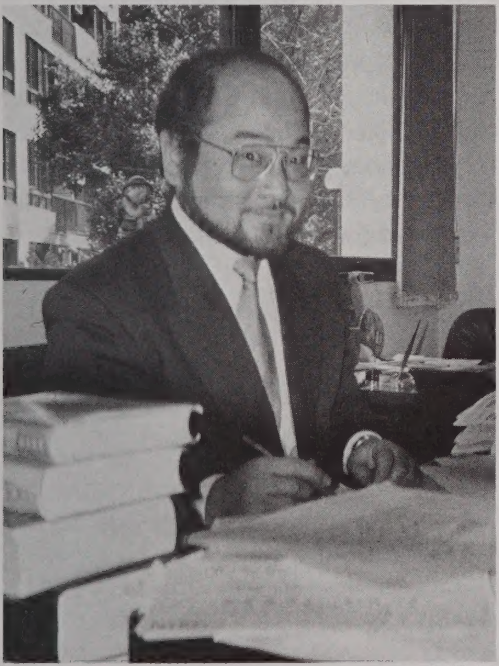
WINDOWS WORLD Open
1 9 9 2 *Computerworld's Custom Application Contest*

Finalists' work will be displayed and demonstrated at a Windows World Open Pavillion at Windows World '92, held April 6-9 in Chicago.

At an awards ceremony on the evening of April 7, Microsoft Chairman Bill Gates will distribute awards to the winners of the Windows World Open.

In the April 6 issue of *Computerworld*, a supplement will feature innovative corporate use of Windows, site profiles of leading edge Windows users, and a review of Windows development tools.

Blind survey yields insight


World Update

Nishida-san has overseen the dramatic increase in *CW Japan*'s overall quality.

Computerworld Japan's recent reader survey, a blind study, turned up dramatic increases during the past year in *CW Japan*'s overall quality and usefulness, compared with the competition.

Shohei Nishida, who took over as editor-in-chief a year ago, attributed the improvement to several factors. First, *CW Japan* recruited several more staff writers to deepen its coverage. Second, rather than having several editors produce their own sections independently, Nishida-san edits and oversees every item and article that goes into the paper to give it a more "comprehensive vision." Third, the editorial changes, as well as other quality control measures have reduced errors, typos and other inaccuracies.

Nishida-san plans additional fine-tuning for the future. The ratio of news to section pages will be higher, and he plans a wider variety of article formats.

Anniversaries

TEN YEARS
Kaoru Sunada - IDG Japan

NINE YEARS
Cindi Sparrow - IDC
Dorthe Theodoraki - IDG Denmark

EIGHT YEARS
Wolf-Dieter Lorenz - IDG Germany
Dorthe Christensen - IDG Denmark
Leif Rasmussen - IDG Denmark

SIX YEARS
Charlie Barrett - *Macworld*
Melanie Guy - CW Publishing

FIVE YEARS
Peter Burris - IDC
Lyndsay Bunning - IDG New Zealand
Anne Foley - *Macworld*

FOUR YEARS
Vibeke Whitehead - IDG New Zealand
Michael Wojatzek - IDG Germany
Charles Frankel - LINK Resources
David Zink - *Publish*
Eric Kincaid - *Publish*

THREE YEARS
Kate Bauer - IDG Australia
Denise Assid - *PC World*

TWO YEARS
Ricky Liu - *CW Hong Kong*
John Kelley - IDG
Tom Mathews - IDG HR
Ann Mercier - *Federal Computer Week*

ONE YEAR
Filippa Monrad - IDG Denmark
Karen Brehm - *Computer Buying World*
Linda Belding - *Computer Buying World*
Anna Mercaldi - *PC World*
Bronwyn Fryer - *PC World*
Norma Draper - ISG
Curtis Price - IDC
Neil McCormick - IDC China/Hong Kong
Jennifer Sum - IDC China/Hong Kong

Noteworthy!

AWARD NOMINEES

Editors **Dan Muse** and Gregg Keizer of A+ Publishing, Inc., have been nominated for the Software Publishers Association Journalism Award in the category of Best Software Reviewer. Nominations and voting are done by the SPA Public Relations and Marketing Special Interest Groups. The winner will be announced at an awards banquet at SPA's Spring Symposium in Seattle, Wash., later this month. More than 1,200 industry executives are expected to attend the symposium.

Muse, editor-in-chief of *PCGames* and *inCider/A+*, was cited as "an excellent journalist who reviews fairly and consistently." Muse started his career in computer journalism in 1982 as an assistant editor on *Microcomputing* magazine.

Keizer, consulting editor of *PCGames* and a contributing editor to *inCider/A+*, was credited with having made a tremendous contribution to setting fair and broad software review criteria. "His enthusiasm and knowledge has influenced the consumer industry's success. He is widely read and respected by all," the nomination read.

PROMOTIONS

World Update

Davidson

Macworld's **Lindsay Davidson** has been promoted to vice president/director of circulation, marketing and business development. Davidson will continue to be responsible for circulation, as well as overseeing the single copy sales organization that now falls under her domain. In addition, Davidson will be part of the team that works with *Macworld* President Jim Martin on new business opportunities. According to Martin, "She will handle business planning oversight with the champions of new product ideas, along with Director of Finance Vicki Peilen."

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Dale Strang, president of TechMedia Publishing Group, announces the promotion of **Mike McGoldrick** to advertising director for *AmigaWorld* and *Run*. In order to promote the continued growth and profitablility of advertising revenue for both publications, McGoldrick will be responsible for directing and implementing ad sales strategies, sales forecasting, prospecting new business and managing the ad sales staff.

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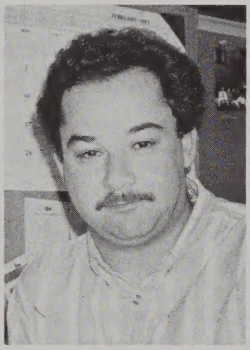
World Update

Desmond

Paul Desmond has been named assistant managing editor, news, at *Network World*. Editor John Gallant said, "Since joining *Network World* four years ago, Paul has shown a knack for digging up the mix of breaking news, analysis and strong user stories that differentiates *Network World*. He's also developed an in-depth knowledge of a wide variety of technologies and has demonstrated strong organizational skills."

NEW EMPLOYEES

Deborah Burke joins *Electronic News* as production manager. Formerly with Graphic Expectation in New York, Burke received a BA in psychology and is continuing her education at the Association of the Graphic Arts. In her spare time, Burke enjoys black-and-white darkroom photography and her "lovable, fluffy mixed-breed" dog, Annie.

In her new role as District Manager, **Susan Pienkos** joins *Electronic News* in charge of advertising space sales for the southeast and mid-Atlantic region. She is a member of Advertising Women of New York.

Joseph Brandon joins PCW Central Services as facilities assistant. Prior to moving out West, Brandon was a contract specialist for the Facilities Management Department of the state of Massachusetts. In his spare time he enjoys golfing and is a member of the Y.M.C.A.

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H. Ann Reilly joins ISG as library technician in charge of circulating and shelving journals. Reilly was previously with CSR Maryland National Bank as a customer account representative. She enjoys hockey, fishing, crabbing and camping in her spare time.

TRANSFERS

CBW

Hosky

Peg Hosky joins *Computer Buying World* as national sales director. Prior to joining *CBW*, Hosky was vice president of national accounts at *Federal Computer Week*. Before coming to IDG four years ago, Hosky worked at Wang Laboratories as marketing manager for the Washington, D.C. computer district sales office. She is a graduate of Hood College, where she also completed graduate study in counseling psychology and later was the school's director of alumnae affairs. Hosky is the mother of three: two girls and a boy.

Urgent Need

The U.S. Department of the Treasury will soon be sending a volunteer to Lithuania to train the country's minister of finance. The agency has asked the East West Educational Development Foundation to provide one IBM AT to assist with the training. Anyone who has an AT to donate should contact East West immediately at (617) 542-1234 or fax (617) 542-3333.

“Who are we?” statement

IDG Headquarters has added a “Who Are We?” Statement icon to the GE BusinessTalk database, which should be included in every IDG publication. Updates and corrections will be made on a regular basis. For questions or corrections, contact Marion Kibbee at email box M.Kibbee or fax (617) 262-2300.

__________ is a publication of International Data Group, the world’s largest publisher of computer-related information and the leading global provider of information services on information technology. International Data Group publishes over 170 computer publications in more than 50 countries. Thirty million people read one or more International Data Group publications each month. International Data Group’s publications include: **ARGENTINA’S** Computerworld Argentina, Infoworld Argentina; **ASIA’S** Computerworld Hong Kong, Computerworld Southeast Asia, Computerworld Malaysia; **AUSTRALIA’S** Computerworld Australia, Australian PC World, Australian Macworld, Profit, Information Decisions, Reseller; **AUSTRIA’S** Computerwelt Oesterreich; **BRAZIL’S** DataNews, Mundo IBM, Mundo Unix, PC Mundo, Automacao & Industria, Publish; **BULGARIA’S** Computerworld Bulgaria, Ediworld; **CANADA’S** ComputerData, Direct Access, Graduate Computerworld; **CHILE’S** Computerworld, Informatica; **COLOMBIA’S** Computerworld Columbia; **CZECHOSLOVAKIA’S** Computerworld Czechoslovakia, PC World Czechoslovakia, Neural Network World; **DENMARK’S** CAD/CAM World, Communications World, Computerworld Danmark, Computerworld Focus, Computerworld Uddannelse, LAN World, Lotus World, Macintosh Produktkatalog, Macworld Danmark, PC World Danmark, PC World Produktguide, Unix World; **ECUADOR’S** PC World; **EGYPT’S** PC World Middle East; **FINLAND’S** Mikro PC, Tietoviikko, Tietoverkko; **FRANCE’S** Computer Direct, Compu Search, Distributique, Golden Mac, InfoPC, Languages & Systems, Le Guide du Monde Informatique, Le Monde Informatique, Telecoms & Reseaux International; **GERMANY’S** Computerwoche, Computerwoche Focus, Computerwoche Extra, Computerwoche Karriere, edv aspekte, Information Management, Lotus Welt, Macwelt, Netzwelt, OS/2 Welt, PC Welt, PC Woche, Publish, Unit, Unix Welt; **GREECE’S** Infoworld, PC Games, PC World Greece; **HUNGARY’S** Computerworld SZT, Mikrovilag Magazin, PC World; **INDIA’S** Computers & Communications; **ISRAEL’S** Computerworld Israel, PC World Israel; **ITALY’S** Computerworld Italia, Macworld Italia, Networking Italia, PC World Italia; **JAPAN’S** Computerworld Japan, Macworld Japan, SunWorld Japan; **KENYA’S** East African Computer News; **KOREA’S** Computerworld Korea, Macworld Korea, PC World Korea; **MEXICO’S** Compu Edicion, Compu Manufactura, Computacion/Punto de Venta, Computerworld Mexico, MacWorld, Mundo Unix, PC Journal, Windows; **THE NETHERLAND’S** Computer! Totaal, Computerworld Netherlands, LAN Magazine, MacWorld; **NEW ZEALAND’S** Computer Listings, Computerworld New Zealand, New Zealand PC World; **NIGERIA’S** PC World Africa; **NORWAY’S** Computerworld Norge, CAD CAM World, Lotusworld Norge, Macworld Norge, Networld, PC World Ekspress, PC World Norge, PC World’s Product Guide, Publish World, Student Guiden, Unix World, Windowsworld; IDG Direct Response; **PERU’S** PC World; **PEOPLE’S REPUBLIC OF CHINA** China Computerworld, PC World China, Electronics International; **IDG HIGH TECH** Newproductworld; **PHILIPPINES’** Computerworld, PC Digest, PC World; **POLAND’S** Computerworld Poland; **ROMANIA’S** Infoclub Magazine; **RUSSIA’S** Computerworld-Moscow, PC World, Networks, CADWorld; **SPAIN’S** Amiga World, Autoedicion, CIMWorld, Computerworld Espana, Communicaciones World, Macworld Espana, PC World Espana, Publish; **SWEDEN’S** Affarsekonomi Management, Attack, CAD/CAM World, ComputerSweden, Digital Varlden, Lokala Natverk/LAN, Lotus World, MAC&PC, Macworld, Mikrodatorn, PC World, Publishing & Design (CAP), Unix/Oppna system, Datalngenjoren, Data & Telekommunikation, Maxi Data, Windows; **SWITZERLAND’S** Computerworld Schweiz, Macworld Schweiz, PC World Schweiz, PC & Workstation; **TAIWAN’S** Computerworld Taiwan, PC World Taiwan; **THAILAND’S** Thai Computerworld; **TURKEY’S** Computerworld Monitor, Macworld Turkiye, PC World Turkiye; **UNITED KINGDOM’S** Lotus Magazine, Macworld; **UNITED STATES’** AmigaWorld, Cable in the Classroom, CIO, Computer Buying World, Computerworld, Digital News, DOS Resource Guide, Electronic News, Federal Computer Week, GamePro, inCider/A+, IDG Books, InfoWorld, Lotus, Macworld, Momentum, MPC World, Network World, NeXTWorld, PC Games, PC World, PC Letter, Publish, RUN, SunWorld, SWATPro; **VENEZUELA’S** Computerworld Venezuela, MicroComputerworld Venezuela; **YUGOSLAVIA’S** Moj Mikro

Do-er's profile

András Levái

- **PROFESSION**: Art director, IDG Hungary
- **HOME**: Budapest
- **JOINED IDG**: March 1987
- **BEST PART OF YOUR JOB**: Individual creativity
- **LATEST ACCOMPLISHMENT**: Developing the total image of *PC World Hungary* and designing the first issue
- **JOB CHALLENGE**: Designing on the computer. There are so many new ideas and approaches to explore!
- **INTERESTS**: Gardening, playing bridge and tennis, going to concerts, listening to classical music
- **DREAM VACATION**: Boston and the Bahamas
- **LAST BOOK READ**: *Portnoy's Complaint* by Philip Roth
- **FAVORITE FOOD**: Traditional Yiddish cuisine
- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD?** Pilot an aircraft
- **SOMETHING YOU DO BUT WISH YOU DIDN'T?** Smoke
- **FAVORITE MUSICIAN**: Violinist Isaac Stern
- **PERSON YOU MOST ADMIRE**: My wife because she brings a more sensitive perspective to world events
- **GOAL IN LIFE**: To live in a real democracy
- **IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO?** Travel all over the world

SZÁMÍTÁSTECHNIKA

MANAGER'S PROFILE: "András has an excellent instinct for style and a great sense of humor, and he does the work of two people."

IDG World Update

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IDG Books maintains bestseller status
- PAGE 2

MSD's Market Access Program exceeds initial goals
- PAGE 4

***Macworld* newsstand sales top 100,000 in December**
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 12

MARCH 23, 1992

Directions '92

New, improved IDC briefings draw 1,500

IDC's 27th annual Computer Industry Briefing Sessions played to capacity crowds in San Jose, Calif., (March 5) and Boston (March 12), with a total registration of 1,500—more than double last year's tally.

"The higher attendance was due to the completely revised agenda and better promotion by IDC's marketing and sales team," said IDC President/CEO **Kirk Campbell**. "This was the first time in many years that IDC had to worry about not having enough seats for attendees.

"We introduced four afternoon tracks covering key technology topics, which meant that attendees obtained much more in-depth market information in their specific areas of interest," Campbell explained. "With 16 IDC research analysts on the

- SEE PAGE 2

MACWORLD Expo/Tokyo tops worldwide attendance record

The numbers are in, and a new record has been established. MACWORLD Expo/Tokyo's final attendance figure of 80,488 made it the largest attended MACWORLD Expo ever held.

The unprecedented scale of the second annual show, held February 20-22, was reflected in the size of the press corps—200 strong—that covered the ribbon cutting ceremony. Participating at the opening were John Scully, chairman and CEO of Apple Computer; George Mu, minister counselor for commercial affairs at the American Embassy; Hiroaki Shikanai, chairman, Fuji Sankei Group; IDG Chairman **Pat McGovern**, Macworld Communications Japan President **David Ushijima** and WEC President **Cherif Moujabber**.

"Since its launch in 1991, MACWORLD Expo/Tokyo has proven to be a phenomenal success. This show is a reflection of the rapidly growing Macintosh market in Japan and the strong presence of Apple Computer," McGovern said.

IDG Japan President **Jim Povec** offered two key observations. "There were more than 80,000 attendees, which, when you

- SEE PAGE 5

Apple Computer
UMIYA
Marubeni
MACWORLD JAPAN

WEC Japan

MACWORLD Expo/Tokyo hosted 187 exhibitors in 842 booths.

IDC

- FROM PAGE 1

agenda, we were also able to demonstrate the breadth of our research expertise."

IDC's morning speakers, with the cooperation of IDG's Marketing Services Division, used the latest multimedia presentation technology to address the general sessions. Campbell gave an overview of the day's proceedings and outlined IDC's mission to be the leading provider of market research and consulting to IT vendors and users worldwide. He emphasized IDC's unique local research capabilities, noting that three new offices will open in the Middle East and Africa in 1992.

IDG Chairman **Pat McGovern** then discussed changes in IT purchasing patterns, based in part on the groundbreaking research study IDG sponsored last fall, *Buying IT in the '90s: The People, Patterns and Products*. The relative influence of MIS in purchase decisions has fallen from 85% in the 1960s to 40% in the early 1990s, McGovern noted.

After McGovern reviewed the customer side of the business, IDC's **David Moschella**, senior vice president/worldwide research, looked at the IT market from the supplier's perspective. He presented IDC's vision of the industry's evolving structure by examining the changing business models for hardware, software and service companies. Ten years ago, hardware sales represented two-thirds of the IT business, he observed, while in 10 years the ratio will switch, with software revenues dominating the industry.

IDC's senior vice president/worldwide consulting, **Kim Myhre**, who was responsible for organizing this year's U.S. briefing sessions, presented highlights from IDC's 1992 customer directions and spending patterns survey. The survey, the largest of its kind in the industry, was based on in-depth executive interviews in more than 1,800 U.S. companies. In one excerpt, primary IS spending trends in 1992 revealed:

- 25.7% investing heavily in hardware, software and services,
- 23.6% investing mostly in software and services,
- 15.0% focusing on increasing hardware capacity,
- 27.0% predicting no major growth,
- 8.6% planning to decrease spending.

At the end of the general morning session, Senior Vice President/Desktop Computing Research **Aaron Goldberg** focused on client/server as the direction of the '90s, noting that it represents a fundamental shift in the manner and style by which information is used. The trend toward client/server is driven by customers, who find it provides the return on investment and competitive edge management wants; technologies, such as LANs, that make client/server possible without prohibitively high cost; and products, such as groupware, that help make client/server a reality.

World Update

Moschella spoke about the industry's evolving structure.

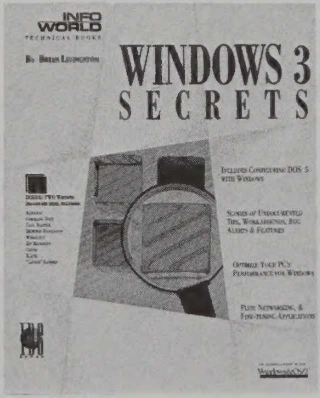
The new format was clearly a hit with the attendees. "This is the best IDC conference I've attended," said Marsha Haugen, a market research specialist with Hewlett Packard in Ft. Collins, Colo. "The data was relevant and the presentations were polished. I see distinct improvement over previous years."

"Right on target, with the highest level of professionalism!" wrote Stan Sanders, marketing manager with BancTec Service Corp. in Dallas.

Director of Marketing **MaryAnne Sinville** attributed the healthy turnout on both coasts in part to targeting direct mail to IDC's core prospect list rather than purchased lists. "We tried to update and improve the lists we had," she said.

The Briefing Sessions' success is already apparent. This year the sales force is keeping close track of every report and consultancy ordered as a direct result of the conference, and new orders have been coming in at a steady pace.

IDG Books shows consistency on bestseller lists



Now #2 on Walden Software list.

IDG Books continues to be represented consistently on the bestseller lists of national chain booksellers.

Windows 3 Secrets ranked in the B.Dalton top 20 (representing 1,000 stores) from its publication in July 1991 through mid-January. It is currently number two on the Walden Software list (26 stores nationwide) and number eight on the Waldenbooks Computer Books list (1,217 stores), where it has made the top 20 five of the last seven months.

DOS for Dummies burst on the publishing scene last December and has since made the B.Dalton list at least one week per month. It is number six on the Waldenbooks list for March and has been part of the Walden software list for the past three months.

Ziff Davis Press holds just one spot in March, number 18 on the Walden Software list.

Since its debut almost two years ago, IDG Books has announced 32 titles and is preparing to produce seven more in its next publishing cycle.

On line

ASK WALTER

Q What were your impressions of the European Managers Meeting earlier this month?

A The managers meeting in Helsinki was, as always, very stimulating and enjoyable. And at this meeting we had two new "firsts."

On the day before the full managers meeting, we held a one-day session for our newest colleagues from Eastern Europe. This Executive Development session was expertly handled by Morten Hansen and Lars Egil Saetrang of Norway, David Hood of the London financial office and Susan Petrie in Boston. It was my impression that the session was extremely well received and very valuable to the attendees.

The other "first" was the establishment of review boards for each of the European countries, patterned on the successful U.S. meetings that are held quarterly for each of our independent business units.

We broke out into four separate groups of four to five countries each, and every country manager conducted a "board" meeting. The manager presented the financial and market figures for the country and then held discussions with other members of the group on market and/or operational issues.

I managed to sit in on three of these groups and found the discussions very lively, informative and helpful. The tenor of the comments and questions certainly made clear the continuing need for the open exchange of know-how and expertise held by our management team.

The sessions seemed to work very well and brought people closer together. We have been growing so rapidly that this group of European Managers is now up to 24, which makes it much more difficult to build a real sense of togetherness.

On the purely social side our hosts in Finland were wonderful as well as helpful in every way.

Q Every year for the past six years has been the predicted year for CD-ROM. Do you think CD-ROM is finally coming into its own as an information medium?

A The right person to ask about this is really Paul Earl but I do believe that CD-ROM is really coming into its own. It reminds me a bit of the facsimile machine. We had one at *Computerworld* more than 20 years ago. This machine was used exclusively for classified/recruitment advertising, was very expensive to run, took a long time to transmit and there weren't many people who had one so communication between people was very limited. Also I think people just didn't realize what the technology could do.

The same thing seems to have happened with CD-ROM. However, it is now apparent from the strong interest on the part of both our publishing and market research companies that the applications for CD-ROM assisted sales, research and editorial coverage are enormous and almost all of our companies are now somehow involved in either using or planning to use this technology.

There is no question of CD-ROM being here to stay. It is just a question of people being clever enough to start incorporating its usage into their everyday business. And, eventually interactive CD-ROM will become an integral part of the home communication center (telephone, TV, stereo, etc.). At this point in time we'll all wonder how we ever lived without it.

Q In your opinion, which IT publishing niche markets have suffered the most dramatic decline in ad pages due to the recession?

A With the exception of direct response advertising, almost every segment of the IT market place has suffered declines due to the current recession. Those that have been hit the hardest are certainly the Digital Equipment and government market places.

We very carefully follow each of the market segments on a monthly basis and the declines in both of the above mentioned markets have been steady and in some months have been in the double digits. Fortunately, there seem to be some signs that we are beginning to pull out of the recession, and we're certainly hoping that by the time we enter our new fiscal year on October 1 that all of the markets will again be on an upswing.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

MAP exceeds contract goals in first six months

The Marketing Services Division's Market Access Program (MAP) celebrated its six-month anniversary this month with the announcement that it has exceeded its initial goals. Fifteen advertising contracts have been signed, totalling more than $30 million in revenues, a 25% increase over last year's pre-MAP spending.

MAP was conceived not merely as a way for advertisers to access the publication network but as a method for integrating IDG's highly decentralized structure. MAP is available to companies that advertise in three or more of IDG's U.S. publications and spend at least $500,000 annually. It provides single-source access to IDG's worldwide mix of publications, research, consulting and exposition activities.

World Update

The MSD sales team: (front, left) Paul Bonington and Val Landi (back, left) Peter Horan, MSD President Kelly Conlin and Bill Perry

"The U.S. publishers created MAP to give IDG another competitive advantage," said MSD President **Kelly Conlin**. "They were certainly correct in assessing that IDG's top customers would benefit from hearing a comprehensive IDG story and purchasing a comprehensive IDG advertising program."

"The MAP program has proven an extremely effective way to illustrate the multidimensional tools that IDG has to answer a customer's marketing needs," said IDG Chairman **Pat McGovern**. "Customers have told me that they are now much more aware of the diversity of IDG and are much more inclined to look to IDG first when they consider ways to reach their market."

Conlin credits the tireless efforts of **Val Landi**, vice president of national acccounts for MSD, for the division's ability to reach $30 million in contract sales. Landi's extensive background in complex and high-level sales negotiations has made it possible for MAP to get off to such a fast start, Conlin added.

Landi said that the MAP program has triggered a response in the marketplace because it was customer-driven from the outset. "And it has made an enormous difference having such a talented sales team," Landi said. "**Paul Bonington**, **Peter Horan** and **Bill Perry** are first-class, having succeeded in not only communicating the IDG story and signing contracts, but also in using their considerable market knowledge to help our customers."

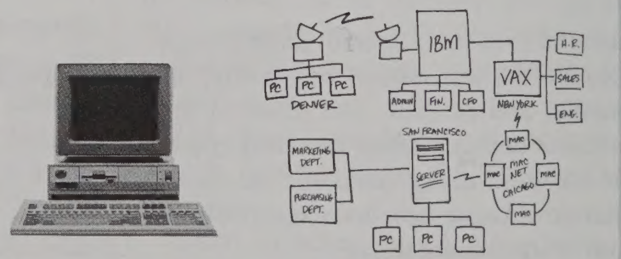
Landi also credited an exceptional sales support team, including Manager of Sales Operations **Leslie Johnson**, MAP Program Coordinator **Sherry Goodrich** and Conlin's executive assistant, **Libby Levinson**. **Julia Lim**, MSD's market analyst, also played a key role in developing presentations and analysis.

Conlin cited the division's contract with Intel as an example of IDG harnessing its global strength. Landi andIMS President **Frank Cutitta** are working with Intel on expanding their U.S. MAP program into the Far East with IDG publications.

"Then" and "now" ad tickles advertisers' fancy

The other part of the Marketing Services Division, the marketing staff, has also been busy—answering the telephone. "The response to our latest advertising has been phenomenal," said Erica Baccus, MSD's vice president of marketing. "We've been getting more than 50 phone calls a day ever since the ad began running."

The latest MSD ad is an eight-page insert that describes how "The Way IT Was" is not "The Way IT Is." The insert positions IDG's publications, which are not mired in one particular technology such as the PC, as the vehicles advertisers will need in the '90s. "We've got even more up our sleeve," said Baccus. "Stay tuned."



The way IT was. **The way IT is.**

Two images from MSD's latest ad.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK March 23, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

MANAGER, HIGH-PERFORMANCE TECHNOLOGIES (IDC)

Successful candidate will possess: 10 or more years experience in high-performance computing; technical expertise in high-performance languages and/or systems-level design; keen understanding of user environment and implementation issues; strong presentation, writing and communication skills; and market research and analysis skills. Ideal candidate will have worked both at a vendor and a user facility.

EDITORIAL INTERN (CBP)

Internship position with *Computer Buying World* magazine involves 10-15 hours per week. Responsibilities include: checking facts in the magazine; assisting with research; writing for the News and News Products sections; making calls and faxing for tabular material and feature articles; shipping and receiving of products for reviews; and special projects as assigned. Some journalism experience and knowledge or interest in IBM-compatible personal computers required. This is an unpaid position.

DESIGNER (PCW)

With direction from the Art Director, responsibilities include the design and layout of the editorial content of *PC World* magazine. Design articles, technical art, figures and listings within the design guidelines set forth in written specifications for the magazine. Hire, train and supervise Senior Design Associates. Track the progress of articles from receipt by the Department through the various stages of production. Maintain departmental schedules. Self-starter with background in magazine art direction and design. Excellent conceptualization talent and skills for developing editorial illustration and photography. A knack for establishing productive rapport with editors, free-lance illustrators and photographers. An ability to communicate effectively as well as juggle multiple tasks at once.

RESEARCH MANAGER (PCW)

Responsible for primary research design, project management, analysis and presentations for market research studies to support Editorial, Ad Sales, Marketing and Circulation. Responsible for managing market research suppliers to insure that projects are delivered on time, on budget, and meet high quality standards for data integrity. Also responsible for providing analytical support to team developing new business ventures for PC World Communications. Requires a good working knowledge of statistics, strong analytical and presentation skills, good familiarity with PC category, and a good understanding of business and marketing. Must be comfortable working under pressure. Excellent communication and organizational skills required. Minimum one year experience in publishing and/or market research.

RESEARCH ANALYST (PCW)

Responsible for secondary research on the PC market and magazine readership to support Ad Sales, Marketing and Editorial. Responsible for managing small-scale primary research projects and assisting Research Director in executing and analyzing large scale subscriber studies. Also responsible for managing market share database and providing monthly reports and analysis of findings to the Ad Sales Department. Must have strong interest in research as a career. One year of research experience preferred. Familiarity with hi-tech industry, business to business marketing or advertising preferred. Must be comfortable working under pressure. Good communication and organizational skills required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	Job Hotline (415)978-3100
GPI	Claudia Wooldridge (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: March 23, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
IDG	National Account Director	Marketing Services Div., CA	K. Conlin	(617)534-1200
IDG	Bookkeeper	Framingham, MA	B. Corry	(508)935-4416
IDG	Executive Asst. to the Chairman	Boston, MA	M. Dolaher	(617)534-1200
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Mgr., High-Performance Tech.	Framingham, MA	D. Goldfarb	(508)935-4373
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Editorial Intern	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
DNP	District Sales Manager	Boston, MA	R. Corbin	(617)482-8470
ENP	Business Reporter	*Electronic News,* Los Angeles, CA	R. Bambrick	(212)909-5918
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Exec. Editor - Product Evaluation	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Technician	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	National Sales Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Computer Hard/Software Analyst	*InfoWorld,* San Mateo, CA	C. Neumann	(415)312-0501
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	C. Cornish	(415)978-3259
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. Technical Editor	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Assistant to the President	*Macworld,* San Francisco, CA	D. Orum	(415)978-3386
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor	*CWPI,* Framingham, MA	P. Gillin	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	A. Alper	(508)879-0700
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)362-5200

Expo

- FROM PAGE 1

consider that the installed base of Macs in Japan is 250,000, represents 32% of the total. In addition, every product for the Macintosh currently for sale in Japan was represented at the show."

MACWORLD Expo/Tokyo hosted 187 exhibitors who displayed their Macintosh hardware, software and peripheral products in 842 booths. WEC/Framingham coordinated the participation of U.S. companies, which included the Boston Computer Society, EDUCORP, Lifetime Memory Products, RasterOps Corp. and Supermac Technology.

International exhibitors included Apple Computer/Japan, Dynaware, Ergosoft Corp., Kodak Japan Ltd., Radius and Toshiba-EMI.

Scully's keynote address focused on "The Future of Macintosh," while Roger Heinen, Jr., vice president and general manager of Apple Computer's Software Division, spoke on "System 7 & Future Operating Systems."

The 42 conference sessions, including 10 workshops conducted in English, attracted more than 2,000 people.

TWO NEW FEATURES

For the first time, MACWORLD Expo/Tokyo featured a special performance stage for user demonstrations. Scott Singer of the U.S. contributed one of the show's highlights with his musical performance on keyboard using PowerBook software and nine monitors. The other new element of this year's show was space in the exhibit and conference sites for user groups to meet and exchange information.

"The success of the show is a credit to how closely IDG's business units in Japan—IDG Japan, WEC Japan and Macworld Japan—were able to work with Apple Japan," Ushijima concluded. "I think many visitors were surprised at the level of sophistication of the Japanese Macintosh market. After visiting the Tokyo show, they realize the incredible potential for growth here."

Next year's show will be at the Nippon Convention Center February 11-13.

Macworld's December issue breaks newsstand sales record

Macworld's December 1991 issue sold more than 100,000 copies at the newsstand—nearly 25,000 more than the monthly average—setting a new record for the publication.

SPECIAL ISSUE: SIX NEW MACINTOSHES
MACWORLD
The Macintosh Magazine
Apple's
New
Mac
Mac Classic II
Mac Quadras: 700 & 900
Mac PowerBook
Portables: 100, 140, 170

"*Macworld* has had strong newsstand sales throughout its eight-year history," said President/CEO and Publisher **Jim Martin**. "But this all-time high in newsstand sales is a direct result of editorial quality and the momentum that has hit the market with Apple's new machines."

The cover story, "Apple's New Macs," featured the Mac Classic II, Mac Quadra 700 and 900 and the popular Mac PowerBooks: the 100, 140 and 170. According to recent IDC research, Macintosh CPU sales are projected to increase more than 21% in 1992, raising the total worldwide installed base of Macintosh computers by 30% to almost 8.5 million units.

According to **George Clark**, *Macworld*'s director of single copy sales, the 100,459 copies sold on the newsstand is even more impressive given that *Macworld*'s $3.95 cover price is the highest retail price of any audited Macintosh magazine.

"Our record breaking sales at the highest price point demonstrate that Macintosh users demand the latest news about Apple's new computers, and they want to get this information from the market leader," he said.

Clark attributed the record sales to several reasons, including letters to the wholesalers and retailers notifying them of the new products feature—a subject that historically pulls high newsstand sales—to ensure that they had the proper distribution system in place, checkout counter displays at Waldenbooks, enticing cover art to attract readers and exceptional editorial coverage.

Macworld's newsstand sales have been climbing steadily since the first issue in 1984 and continue to grow rapidly. The company projects that annual newsstand sales will top the one million mark by 1993.

MACWORLD Expo/Barcelona debuts

The mayor of Barcelona, Spain, Pascual Maragall, officiated at the opening ceremonies marking the premiere of MACWORLD Expo/Barcelona, held February 12-15.

WEC President Cherif Moujabber also participated in the opening event, along with Pedro Riera, general manager of Apple Computer/Spain and Phil Chaveau, vice president of Apple Computer/Europe.

The show featured four days of exhibits and seminars and attracted more than 7,500 Apple distributors, end users and potential users.

"The Macintosh market in Spain is flourishing, and I am very pleased to welcome Spain into the MACWORLD Expo series of events," said WEC Vice President/Europe Patrick Dexyl.

More than 65 leading Macintosh vendors displayed their latest product developments. Exhibitors included Aldus Iberica, Canon Espana, Idata, Lotus Development Iberica, Microgestio and Pioneer.

Among the show's highlights was a presentation of *Macworld Espana* at a reception at the IDG booth attended by 600 guests.

Next year's show will be held in February in Madrid.

Noteworthy !

PROMOTIONS

Smith

World Update

Lauren Smith has been promoted to account executive for the IDG PR Service.

"Lauren's appointment reflects the outstanding contributions she's made and her role in supporting the service's unprecedented international growth over the past year," said Craig Pierce, vice president/operations for the IDG International News Group.

Smith will be responsible for identifying additional electronic wire distribution channels, leveraging new market opportunities and expanding the client base. Her new duties will also include account management and market research. She will continue to coordinate the distribution of press releases on IDG's electronic news network.

NEW EMPLOYEES

Tony Calamaro has signed on as sales manager for *Federal Computer Week*'s mid-Atlantic region. He previously served as a district sales manager for *Communications Week* and, earlier, for *Electronic News*. Calamaro has a BS in economics from Villanova University and enjoys music, sports and reading in his spare time.

Also at *FCW*, **Wendy McClure** has been hired as a copy editor. Before joining IDG, she was chief copy editor for DCI Publishing/The Connection Newspaper Group. McClure has a BA in English literature and mass communication from Emory and Henry College (Va.) and finds time for cross stitch, reading and hiking.

Debra R. Brown is the new office manager for IDG Books Worldwide. A native of Louisiana, she recently was an administrative assistatant an advertising agency in Dallas. Outside the office, she enjoys playing softball.

* * *

Information Strategies Group welcomes **Kathy Lentz** as program manager/telecommunications for the Federal Data Service. Most recently she was a conference manager for *Telecommunications Reports*. Lentz holds a BS in chemistry and biology from Valparaiso University (Ind.) and an MA in telecommunications policy from George Washington University.

* * *

The Human Resources department in Framingham welcomes **John Kerris**, who's working on payroll and the HR information system. He holds a BS in management science/finance from the State University of New York/Geneseo and is pursuing his MBA from Babson College part time.

* * *

IDG's headquarters in Boston welcomes Financial Analyst **Liz Gulla**, who worked for several years in a similar post at Wang Laboratories. In her new role she'll assist with financial analysis, financial reporting, the annual budget process and 30-60-90 forecasting. Gulla has a BS in accounting from Bentley College and an MBA with a finance concentration from Babson College. She enjoys dancing, mountain climbing, portrait sketching and traveling.

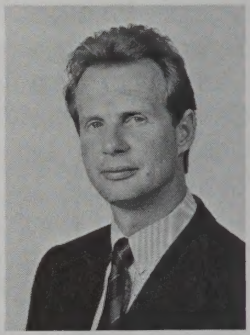
* * *

Several new staff members have joined IDC's Five Speen Street team. **Kimball Brown** is director of PC Hardware Research. He was previously director of investor relations at Everex Systems. Brown has a BS in electrical engineering from Duke University and an MBA from the University of California/Berkeley. Outside the office, he enjoys PCs and music.

Jane Stanhope is the new director of the Image Management Technology Service. Most recently she was associate director of image management systems for BIS Strategic Decisions. She holds a BA in economics from the University of Massachusetts/Amherst and an MS from MIT's Sloan School of Management.

Associate Analyst **Nicole Roth** provides inquiry support and data gathering for the Unix and Investment Research services. She holds a BA/BS in business administration with a focus on marketing and management from Northeastern University. She enjoys horseback riding in her free time.

* * *



Heiligers

IDC Netherlands

IDC Netherlands welcomes **Mel Heiligers** as marketing manager. Heiligers began his career in market research at Volvo Car. He moved on to a Dutch market research agency specializing in the IT industry, Heliview Marketingservice, first as a project manager and later as marketing manager. In addition to discussing marketing issues, he enjoys playing tennis and the flute.

* * *

Technology Investment Strategies Corp. welcomes **Jennifer Wright** as receptionist/clerk. She has a BA in management from Assumption College. In addition to counted cross stitch embroidery, one of Wright's loftier interests is her role as a crew member for the Bella Via Hot Air Balloon Co.

* * *

Dawn Furseth, assistant to *MPC World* Publisher Jonathan Epstein, is responsible for assisting with financial tracking, proposals, sales follow-up and special projects. Before joining IDG, she was a system analyst and operator at PM Ag Corp. in San Francisco. Furseth is pursuing her degree in marketing and MIS from San Francisco State University and makes time for softball, golf, skiing and tennis.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of March. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Udpate.

ELEVEN YEARS

Linda Dudley - LINK Resources
Shirley Ingram - IDG Australia

SEVEN YEARS

Terry Lee - IDG Australia

SIX YEARS

Joanne Hoffman - *Macworld*
Michael Sullivan-Trainor - CW Publishing

FIVE YEARS

Michele Kallin - IDC
Karman Cheng - *CW Hong Kong*
Tania Evans - IDG Australia
Renee Welling - IDG
Susan Cardoza - *Macworld*
Nancy Findley - IDC
Richard Villars - IDC
Richard Mack - IDC

FOUR YEARS

Michael Welsh-Carroll - *PC World*
Kirk Campbell - IDC

THREE YEARS

Margarita Chiango - IDG
Sandie Wade - *PC World*
Robert Sawdon - *SunWorld*

TWO YEARS

Denise Haines - IDC
Jane Duval - IDG New Zealand
Ivan Boudville - *CW Malaysia*
JoAnn Villalobos - *Macworld*
John Goddard - *PC World*

ONE YEAR

Suzanne Saluti - *Macworld*
Jeffrey Fuchs - PCW Central Serv.
Don Ulsch - IDC
Stanley Corker - IDC
Janna Custer, IDG Books
Lee Pillsbury, IDG Internat'l News Group

10th anniversary

World Update

Pat McGovern escorted Mary Ann McAuley to the Ritz-Carlton in Boston earlier this month for lunch.

Mary Ann McAuley, research project director at IDG Research Services, officially began her IDG career in March 1982 as a research assistant in *Computerworld's* promotion department. She worked on a contract basis the previous year.

In January 1985, McAuley was named project manager and promoted to her current position in January 1991. Her responsibilities include managing all phases of research projects, including production, scheduling and preliminary management of reports and on-line data retrieval.

McAuley, a Michigan native, received her associates degree in business management from Newbury College in Boston. Outside the office, she enjoys skiing, walking on the beach, learning to play golf and volunteering with the Framingham Big Sister program. McAuley has two daughters: Kimberly, a recent graduate of Bridgewater State College and now finishing an aviation program, and Kristin, a sophmore at the University of Massachusetts/Boston.

Yes, Virginia, there IS life outside the office!

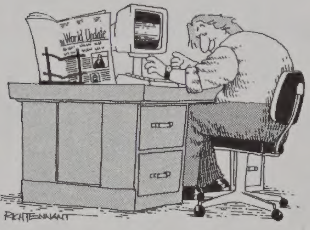
When IDG employees aren't researching, writing about or producing events for the high tech industry, what do they do? Judging from the information on new employee sheets and the ever-reliable grapevine, there's a good deal of talent and social consciousness out there.

IDG World Update will soon begin running profiles on employees' extra-curricular activities. Tell us about the person down the hall who plays lead trumpet in a community orchestra, volunteers at a homeless shelter, designs exotic jewelry or performs in local theater groups. Tell us about yourself!

Call or send in your story ideas to Deborah Butler or Patricia Smith, phone (617) 423-9030, fax (617) 423-0712.

Off line

Win your own

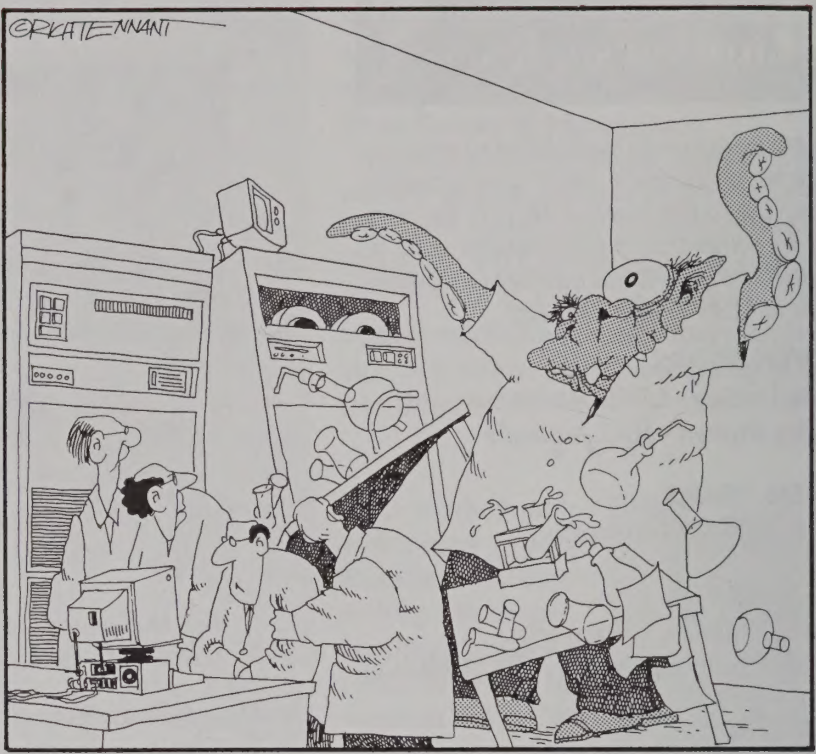


Off line T-shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, April 14. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



IDG *World Update*

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Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDG managers spell out their definition of customer service
- PAGE 2

IDGers respond to Corporate Value No. 6
- PAGE 4

When your colleague is your client
- PAGE 6

IDG *World Update*

VOLUME 21, NUMBER 13

MARCH 30, 1992

Customer Service

Cus•tom•er kes-te-mer\ n 1: one that purchases a commodity or service.

Ser•vice \'ser-ves\ n 2 : contribution to the benefit of others

Special Issue: Customer Service

The range of IDG's customers is as varied as the company's products and services. Readers, advertisers, exhibitors, vendors, as well as in-house clients, call upon IDG's business units to help them get their jobs done. This week, IDG World Update *looks at how IDG employees put their distinctive marks on Corporate Values #5 and #6 ("to provide excellent customer service" and "keep close to customers and qualified prospects").*

Courteous, conscientious customer service is the key

There are times when the very first contact an IDG employee makes with a customer or would-be customer is over the phone—and no matter what the level or position of the employee—these initial introductions to IDG make lasting impression that can either make or break a relationship.

Employees from individual business units share some ideas and experiences on how to make that initial introduction a positive beginning.

IDG Headquarters Receptionist **Linda Bowes'** number one rule is to treat people with respect and importance as individuals. She always strives to treat people in an unhurried manner, even when phones are ringing off the wall. If it is necessary to put callers on hold, Bowes makes a point of thanking them for waiting. Bowes also believes that when a disgruntled client calls, a heavy dose of sympathy and understanding can go a long way toward diffusing anger. She notes that knowing who to forward the customer to is also very important. "If the situation warrants, I take their name and phone number and promise them a prompt call back from the appropriate person. I give them my name and tell them to please contact me if I can be of further assistance." And, as is inevitable when a person handles more than 350 calls a day, the lines are sure to get crossed on occasion. "Once I received a call from a doctor believing he had reached the psychiatric ward of a hospital. He inquired about the condition of a certain patient. Although I told him he had the wrong number, he was in a great rush and ordered me to keep the patient heavily sedated with

> *"Tell them that you will do whatever it takes to solve their problem and ask all kinds of questions to find out how you can help."*
>
> **- Karen Wallace**

Network World

-SEE PAGE 7

Excellent service takes many forms at IDG

IDG World Update *asked a number of employees worldwide for a few examples of how they endeavor to provide excellent customer service.*

Larry Bishop, Vice President/Sales and Administration, IDC

Bishop

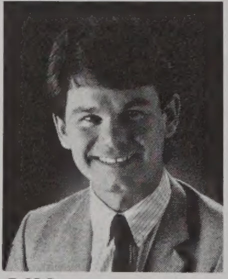
IDC

Two of the most important elements of IDC's business are the delivery of quality, timely research and the high level of immediate, proactive service our analysts provide to clients. The high renewal ratio we achieve is due in large part to rapid and accurate response to customer needs by our research analysts.

One of our major competitors recently modified its service policy to replace program analysts' personal interaction with a "message taking" service. They have since discovered there is no substitute for direct association with the people accountable for the end product. IDC has received an appreciable amount of new business as a result of dissatisfaction with our competitor's new "service."

In many instances, we have attracted new customers by giving them the opportunity to evaluate our service response with sample inquiries before signing on as a client. Results have been very positive to this approach.

Edward O'Hara, General Manager, IDC Scandinavia


O'Hara

IDC Scandinavia

The only way to do business is for people to get along with people. That's the core of IDC Scandinavia's success. We're very successful in helping who we serve. We're not really assisting the organization, we're assisting the people in the organization. That's always the guiding principle.

You always have to ask yourself: is our quality competitive? You don't have to be the cheapest, but you do need a quality product that offers added value. Everyone can provide a certain level of service, but the small extras that really make customers happy can make a big difference. Those can be small things, not just major things regarding the product.

It's also important to keep the people on your staff happy. You need the continuity within your own staff, and their dedication, to serve the customer well.

IDC Scandinavia doesn't break up the functions of sales, marketing, or providing the service. We place responsibility on one person to deal with each customer, and it's worked out very well for us. Before, we had salespeople promising things that couldn't be delivered, and so on. We let everyone become a salesperson. When the customer rings you back for after-sales service, you know exactly what they want.

Joan Daly, Eastern Regional Manager, *Network World*

I can help clients by finding out where their competitors have been advertising, doing research for them that's customized, generating custom presentations, calling IDG Research Services for IDC information to incorporate tidbits in a formal presentation.

The reason we provide good customer service is that we have such good internal support. This extends to editorial staff, IDG Research Services, *NW*'s marketing staff, and so many others. I have a wider base of knowledge, gained not just as a result of reading the publication.

Mike Masters, East Regional Director/ Advertising Sales, *CIO*

There are many elements involved in providing good customer service, but my top five are:

1. Always be prompt and return phone calls, no matter where you are. Some people think they don't have to return calls if they're not in the office, and that's just not good business.

Masters

CIO

2. Never, never, never, call a client unless you have something to say.
3. Be brief. That says you're busy, and it respects the client's time. If they want to chat, you'll get a signal.
4. Always ask clients questions about the objective of a request. What is it that they're trying to accomplish? Maybe you can figure out a better way to give them what they want.
5. Always provide an informative, creative service so that the client sees value in your call. Failure to do so results in future unreturned phone calls from that client!

Frank Cutitta, President, IDG/ International Marketing Services

Much of IMS' client base can be considered "new to export." Therefore, we must provide more than the traditional media access elements which they take for granted in reaching the U.S. market. These global services include: market entry research, intercultural advertising strategies, translations, foreign exchange analysis, distribution channel contacts, trade show information, competitive analysis and opportunities for international economies of scale within IDG.

Since many of our clients have yet to establish an international infrastructure, we in essence serve as the global extension of their domestic marketing communications department. This aspect of our business is even more pronounced with domestic advertising agencies who are typically at risk of losing the international segment of an account to their client's overseas distributors and/or subsidiaries.

By using IMS, these U.S. agencies have the opportunity to position themselves as "global" to existing and potential clients. By employing our services they are able to centrally place highly localized, country-specific advertising throughout the IDG global network, simply by dialing a toll-free number in the U.S.

Diane Gamble, President, LINK Resources

LINK has acknowledged the vital importance of maintaining its client base during these recessionary times by assigning a member of the marketing department, **Kathy Heeney**, as manager of client services. She works as part of the marketing function to enchance client satisfaction, retention and development.

Heeney provides proactive client service through regular telephone contact with key contacts to anticipate and resolve problems regarding administrative issues such as distribution and delivery of program deliverables. The ongoing telephone relationship also enables LINK to get feedback regarding client satisfaction and information on organizational changes that may impact sales.

One of the projects which was crucial in maintaining client satisfaction last year was sending previews—an executive summary and key tables of each report—prior to publication. An offer to answer further questions and supply a preliminary draft of the report was included in the cover letter. Many clients took advantage of the early release of forecast figures and preliminary drafts, and feedback was very positive.

LINK also appointed **Peter Clemente**, manager of information services, as a point person for client inquiry. Clients can call a special voice mail box for urgent inquiries if they can't reach him during normal business hours.

Jim Martin, President, Macworld Communications, Inc.

Our dedication to making our customers' experiences with us warm and fuzzy pays off since the *Macworld* name and our product offerings dominate the Macintosh industry. In our advertiser apperception studies and in our reader surveys *Macworld* is consistently rated high in terms of customer satisfaction. Those results would suggest that our dedication pays off when we come in contact with potential readers or advertisers.

We recently added a 24-hour voice mail-based subscriber telephone service line that enables us to react immediately to customer complaints. The system also allows us to transfer readers directly from our San Francisco office to the Neodata customer service fulfillment center in Boulder, Colo. without making them redial the national tolll-free number. We believe *Macworld* is the first in the nation to offer this service through Neodata.

A major component of the *Macworld* Advertising Salesperson-of-the-Year award is based on providing excellent levels of customer service to advertisers and potential advertisers. We also give bonuses to *Macworld* colleagues who have shown an outstanding focus on service to the customer: readers or advertisers.

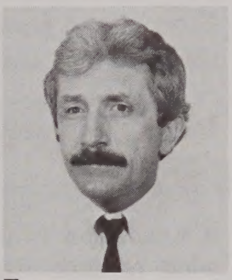
Pat Ferrell, President, *GamePro*

A good description of our customer service philosophy is "The customer is *almost* always right." On the reader side, we have a unique challenge in that our readership evolves through aging. Our readers are at the age [most between nine and 20] where their goals, tastes and wants are experiencing great change. With this in mind, we rely heavily on reader studies and market studies to tweak our product. But, we don't necessarily react to a handful of letters with various critiques or suggestions. [*GamePro* receives more than 2,000 letters per week.]

We also cater to our advertisers, with promotions, new ideas, joint projects, retail tie-ins, etc. But we never provide the service of editorial support, even if it means some loss of revenue.

All of our departments have four characteristics that our customers feel very positive about and are inherent in *GamePro*'s corporate culture. We are: 1) responsive. If you call, you get a call back as soon as possible. Problems are handled quickly and thoroughly. We do not allow an "ivory tower" mentality. 2) aggressive. Our departments strive to maintain a "can do" attitude. 3) creative. If a customer calls with an idea, we will try to provide other options and creative "win" situations. 4) fun. We try not to take ourselves too seriously.

Don Tennant, Editor, *Computerworld Hong Kong*



Tennant

Asia CW

My discussions with readers suggest that there are three main reasons why they appreciate the service we provide from an editorial perspective:

• Local Focus. We're really the only game in town that offers extensive coverage of the Hong Kong computer scene, as opposed to the regional computer scene.

• In-depth analysis. We tend to cover stories with as much analysis as possible without making the story too weighty.

• Editorial integrity. We don't steer clear of controversial stories or feel any constraints about reporting on issues that vendors, who are often advertising clients, may prefer to have left unreported.

Melvyn Bennett, Associate Publisher, *CW Hong Kong*, *CW Southeast Asia*, *CW Malaysia*

Staff members who meet readers and/or vendors should exude enthusiasm, whether it's face to face or on the phone, and feel proud to be part of IDG and the publications they represent. Real enthusiasm leaves the best impression and helps create long-lasting memories.

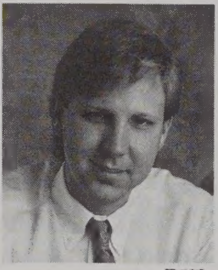
The sales staff should learn to interpret the mood of the people they visit, find out their problems, offer suggestions and become a business partner with them rather than just another sales person. If asked a question that they are not sure how to answer, they must not lie. They can always call with the right answer later; once the client's trust is lost it's never fully recovered.

Circulation people should never lose sight that the readers are IDG's major asset, and thus fully deserve every staff member's respect. Maintain a very 'live' circulation list, with readers who respond to what they see and read and keep the vendors—as well as us—in business.

Close customer relations a two-way street to success

"Keeping close to the customer" is as essential in Southeast Asia as it is in San Francisco. A few IDG employees offered their tips for success.

Doug Barney, Editor-in-Chief, *AmigaWorld*


Barney IDGCP

It's essential to know what readers want. I read every letter that comes in and I call about eight to 10 people a week. I ask what they'd like changed, get them to open up and tell me what they're really thinking. It's a real blast to call someone back who's fired off a nasty letter. They're not expecting you to really be interested in what they have to say, and they're thrilled to get involved. We have a toll-free number, too, and people feel free to call. I mention this in my editorial and encourage people to call.

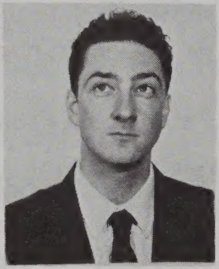
We conduct annual reader surveys and include a reader service card in every issue that lets readers not only request product information but tell us what topics should receive the most coverage and which sections are most valuable.

I talk to readers more than vendors at shows. Vendors just want to make sure they get good reviews, and they're not representative of our audience. Readers are so intense about *AmigaWorld*, they walk around and seek us out. We don't want to stay away from people who are very critical, because they are often a valuable source of new ideas.

We're constantly trying to get readers more involved. For example, in the reviews section, we have readers offer their opinions in sidebars called "Your Turns." Reporters get tired of being told by editors to go back and call four users to get their input, but it's fundamental to the success of the publication. I spent three years at *Computerworld*, and there the staff makes sure that users are included in every article. This builds reader loyalty. If our readers see themselves reflected in the magazine, they won't give it up. We also run profiles of users.

We have a fairly strong on-line presence. There are a few on-line networks that deal with Amigas, and *Amiga World* has its own area on BIX (Byte Information and exchange). **Linda Laflemme**, our reviews editor, is doing an on-line survey asking if people want changes in the reviews section.

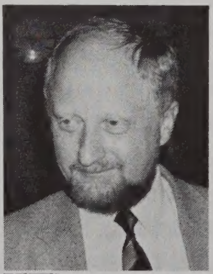
Tim Wilson, Editor, *Computerworld Southeast Asia* and *CW Malaysia*


Wilson Asia CW

To stay close to the reader it is important to identify who the reader is. Our competitors often seem to think that the reader is the vendor. But we believe that the reader is the computer user and the person who's buying computers for their organization.

We don't think that we are providing a good service if we publish press releases. They're not original and they're very biased. Therefore, to stay close to the reader and to attract new readers, we publish original reports that help people make the right decisions.

István Bíró, General Manager, IDG Hungary


Bíró World Update

I don't think there is a special secret for our success other than the very hard work of all the people at IDG Hungary.

It is especially difficult to work in Hungary these days, not only because of the bad economy. The real hard times are caused by the extremely low work morale inherited from the Communist era. So, my primary goal has been to reinstate basic values such as hard work, keeping promises (such as following up on a pledge to call someone back) and controlling costs.

To keep close to our customers, we keep the salespeople moving. They are not only contacting the customers by phone, but they call on them personally as much of the time as possible. To help them do this they all get generous car compensation money. They all work on a strict commission basis, which gives them strong incentive to acquire as much advertising as possible.

I am personally in contact with the most important customers, as is our chief editor, **Sándor Mester.** We develop a list of our best customers, those who spend the most on advertising during a given week.

Joan Daly, Eastern Regional Manager, *Network World*

Daly Network World

Keeping close to customers is what keeps the job fun. I have a key contact list and keep in touch with people to ask if there's anything else I can do. I send birthday cards, congratulations on promotions, and so on.The approach changes over time as you get to know people better. The key contact list does change—my top 10 accounts probably changes by 50% every year—and I'm always looking to build a new customer base.

I also try to use all the pieces that clients use to market to their cutomers, such as direct mail and trade show information. I send things I know will fit the client, for example for a very business-oriented prospective customer, I sent a nice leather-bound calendar with a "time to schedule an appointment with Joan Daly" note penciled in on the day after he would have received it. (I did get the idea from another IDG salesperson—we're always trading ideas!) It's good to try different, unusual things, to put your client first.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK March 30, 1992

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

MAIL ROOM CLERK (IDC)

Duties for this full time position will include all aspects of mail room activity including sorting and distribution of U.S. Mail and internal correspondence, preparation of overnight and common carrier shipments, warehouse request runs and general light moving. Candidate must possess a valid driver's license with an excellent driving record and have the ability to lift 50 lbs.

ASSISTANT TO THE ASSOCIATE PUBLISHER - SALES & MARKETING (IMI)

Candidate will support the National Advertising Director for *SunWorld* magazine in all administrative facets of the department including general office support, information management and special projects.

SALES ASSISTANT (CWPI)

ComputerWorld's New Jersey sales office is seeking an articulate, efficient self-starter to provide all facets of sales support to 3 District Managers. Strong communication, organizational, interpersonal and prioritization skills required. The qualified candidate will be PC literate with working knowledge of XyWrite, WordPerfect, Harvard Graphics and/or Quarttro Pro. Excellent proofreading skills and proper phone etiquette required.

For more detailed information on these job openings, please contact the Human Resources Department of the respective division.

IDG Bos./WEC/NWW/LPC	Susan Perry/Mary Cornetta (508)875-5000	Job Hotline (508)935-4406
IDC	Debbie Bernardi (508)872-8200	Job Hotline (508)935-4406
DNP/CIO/FCW/ISG/CBP IDG Fram.	Elaine Ouellette/Beth Corry (508)875-5000	Job Hotline (508)935-4406
TISC	Paula Doggart (508)935-4379	
CWPI/CWDD	Bonita Cox/LuAnn Nightingale (508)879-0700	
IDG/P/BCP/A+/TMG	Gloria Lodge (603)924-0392	
MAC	Shelly Ginenthal (415)978-3203	Job Hotline (415)978-3100
PCW/MPC	Richard Willoughby/Thalia Ohara (415)978-3205	Job Hotline (415)978-3100
IMI/PUB/SWP/NXTW	Claudia Wooldridge/Thalia Ohara (415)978-3200 press * 9100	Job Hotline (415)978-3100
GPI	Claudia Wooldridge (415)978-3200 press * 9100	
IFW/IDG/B	Donna Vieraitis/Carla Neumann (415)572-7341	Job Hotline (800)227-8365 x701

Job Opportunities

Revised: March 30, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Mail Room Clerk	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mgr., High-Performance Tech.	Framingham, MA	D. Goldfarb	(508)935-4373
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Program Mgr., Sales and Services	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Editorial Intern	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
DNP	District Sales Manager	Boston, MA	R. Corbin	(617)482-8470
ENP	Business Reporter	*Electronic News,* Los Angeles, CA	R. Bambrick	(212)909-5918
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Online Services Manager	*PCWorld,* San Francisco, CA	J. Moody	(415)978-3289
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	S. Wong	(415)978-3181
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Asst. to Assoc. Publisher	*SunWorld,* San Francisco, CA	H. Versen	(415)978-1720
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Asst. to President (MAC-CD ROM)	*Macworld,* San Francisco, CA	D. Orum	(415)978-3386
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Sales Assistant	*CWPI,* Rochelle Park, NJ	P. D'Amico	(201)587-0090
CWPI	Senior Editor	*CWPI,* Framingham, MA	P. Gillin	(508)879-0700
IDG/P	Single Copy Regional Sales Mgr.	San Francisco, CA	D. Zimmerman	(603)924-0339
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)362-5200

John Gallant, Editor-in-Chief, *Network World*

Gallant World Update

To determine what readers want, we conduct a blind survey of 1,000 readers four times a year. Recipients don't know that *Network World* is the source, and they're asked general questions about *NW* and the competition.

We do another survey, also four times a year, to 1,000 readers, that's more specific to *Network World*, and we inquire about readers' likes and dislikes regarding items such as columns and features.

We also have other surveys about purchasing budgets, salaries, managers' concerns and other issues that are published in *Network World*. We also did a phone survey recently on whether or not to change some of the sections. The user advisory panel, a 21-member board, is surveyed informally, usually monthly, and we invite a couple of readers to editorial meetings once a year or so.

Deborah Paul, International Marketing Coordinator, World Expo Corp.

Keeping close to my customers is an essential ingredient to the success of the worldwide MACWORLD Expos. I achieve this through many different vehicles. *International Exposé*, our biannual newsletter, gives me the opportunity to update all of our clients and prospects about current activities, recent successes, and new opportunities. The issue is mailed to a North American-based media list, the North American MACWORLD Expo exhibitor base, IDG worldwide offices, and most important, to each show organizer worldwide so they can distribute to their own clients.

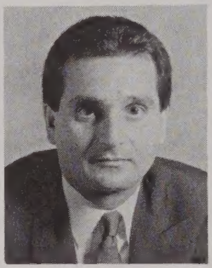
In addition, by managing the MACWORLD Expo international marketing booth at our San Francisco and Boston shows, I'm able to meet face to face with many of our major clients and prospects and inform them about new exhibit opportunities around the world.

Rebecca Williamson, Senior Territory Manager, IDC Texas

We see our office as our customers' gateway to all the services and products offered through not only IDC, but all of IDG. We establish early in our relationship with our customers that no request is too small and no question too insignificant for us to address. We respond to these needs as quickly as possible. This builds a relationship based on communication and trust. Many clients have indicated that it is this rapport and respect for their time and needs that sets our customer service above our competitors.

We also stay close to our customers through client satisfaction calls. We make calls every month, and each client is contacted on a quarterly cycle. These calls reaffirm our genuine concern that the service(s) meet their needs. We can also use these opportunities to inform them of additions and/or changes in services and special studies.

Charlie Greco, President, TISC



Greco TISC

The key element for success in our business is to stay as close as we can to the customer. It may sound like a cliché, but it is true!

By staying in touch, we not only keep abreast at all times of the changes that our customers are going through, in order to adjust our products and services accordingly, but we also incubate new opportunities through our relationships.

It is important that customers do not feel neglected after the sale. We avoid the "hit and run" mentality by instilling in our people, as well as the customer, that the relationship is just beginning after the sale, not diminishing.

Furthermore, maintaining flexibility is an important attribute for a supplier to cultivate. Customers and prospects feel more comfortable, and therefore want to develop relationships, with suppliers who are flexible enough to meet their needs.

"Top 10" Advertising Customers

The top 10 advertisers from the U.S and Canada who, through IMS, place ads in IDG's publications outside the U.S.

FY '91

1. BMC
2. DEC
3. Corel
4. Quarterdeck
5. Ungermann Bass
6. NCR Corp.
7. Nantucket
8. Spectragraphics
9. Zeos International
10. U.S. Computer

FY '92 (Year to date)

1. BMC
2. Quarterdeck
3. Corel
4. Frame Technology
5. Zeos International
6. Microcom
7. DEC
8. NCR Corp.
9. DCA
10. Bruno Blenhiem

Top advertisers* for IDG's U.S. publications (1991, ranked by total revenue):

1. Microsoft
2. AT&T
3. Hewlett-Packard/Apollo
4. IBM
5. DEC
6. MAC/PC Connection
7. Lotus
8. Intel Corp.
9. Multiple Zones Internat'l, Inc.
10. Northgate Computer Systems

*** Source: IDG Adscope Database**

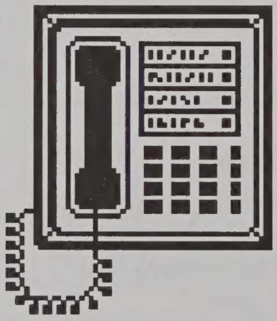
At IDG, our employees are also our clients

Open up to the first page of the IDG Employee Handbook, and one of the first items to appear is the IDG Customer Service Goal.

That is: To service our customers efficiently and effectively with products of outstanding quality and usefulness. However, when an IDG business unit's goal is to service another IDG business unit there are some unique advantages and challenges involved.

INTERNAL ADVANTAGES

IDC's Telephone Center Manager **Ann Clark** is in charge of the entire telephone system at 5 Speen Street. Her customers consist of IDG, IDC and TISC employees. Clark says that being on-site and accessible to her cients is key to keeping the system running smoothly.



Clark notes that her unique situation of being on-site day-in and day-out to service her customers gives her a knowledge of the internal workings that an outside customer cannot attain.

Her constant interaction with her customers also helps her to get a jump on potential problems. No time is wasted summoning an outside person to make a house call, evaluate and then fix the problem, Clark is on the spot to offer her assistance.

Although she readily admits that you can't please all of the people all of the time, Clark finds that she has an advantage when things go amiss; her customers, because of their day-to-day association tend to be more kind and understanding.

One of the challenges that IDG's IS Director **Nancy Newkirk** has faced since she joined the company in late August has been to update and broaden the services that the IS group offers.

In the past, the IS group handled employees ranging from corporate, accounting and credit departments to IDG publications running on a VAX-based system. In order to meet the changing needs of her IDG clientele, Newkirk has initiated a project to install a local-area network in addition to the VAX.

This new network will be able to support a wide base of computers and software. The first step is to get the LAN in place and to then get a wide-area network implemented. The WAN will enable off-site business units to tap into the network vis-a-vis high-powered designated phone lines. Newkirk said that this will enable her customers to access information quicker and easier and increase communication throughout the business units. Newkirk believes that one of the unique advantage to serving in-house clients at IDG is that, "everyone is very concerned with doing their job well. It makes my job that much easier."

At the present time, no network exists within the 5 Speen Street building and renovations are under way. Newkirk has also been working with IDC's President Kirk Campbell and IDG's Vice President/ Corporate Controller Ted Bloom to upgrade IDC to a network operation. The project's official launch date is April 10th with completion targeted by the end of '92.

IDG List Services President **Deb Goldstein** manages approximately 50% of IDG's U.S. lists with almost all of IDG's circulation directors included on her roster of clients. Goldstein believes that her role as an in-house consultant and advisor provides her with many advantages.

"As an internal client, you get more attention paid to your particular account, because of the group's in-house knowledge of the industry. I'd have to say that it's easier to work with customers in-house," Goldstein said. Even when someone from within IDG who is not a client needs their services, Goldstein's group is quick to provide help.

She noted that working toward the same goal is also helpful in building long-term relationships with her IDG clients.

"Everything our group does is service. We produce a list on a continuous basis. My philosophy is to be as helpful and informative as you possibly can and to go the extra distance to get and keep our in-house customers. In fact, the first lecture I give to new employees is how to maintain a high level of service. I even tell them how to talk to IDG employees on the phone. They know this business, and you have to immediately and instinctively match their manner. I feel the more you inform customers, the more you develop a level of trust, and that's the key to service."

List Services

> ***"As an internal client, you get more attention to your particular account, because of List Services' in-house knowledge of the industry."***
>
> **–Deb Goldstein**

Courteous

- FROM PAGE 1

a specific amount of some drug."

Network World's Manager of Advertising Operations **Karen Wallace**'s strategy is to make sure that everyone in her department participates as a team and is cross trained. Customers that call require a variety of information, and Wallace makes sure her team can provide all the answers.

Once a week, Wallace's department meets to update everyone on what is happening. This, she believes, eliminates any confusion and keeps customers calling back.

Wallace, too, has had her share of angry customers, but her strategy is to come across as the most understanding person in the world. "Tell them that you will do whatever it takes to solve their problem and ask all kinds of questions to find out how you can help, it's important to know who in the company does what."

This last bit of advice rides high on Wallace's customer service tips list. She recently initiated, through a human resource council meeting, an employee orientation booklet for *Network World* employees. The booklet contains department deadlines, department responsibilities and how deadlines effect the different departments, as well as a brief description of what each person does.

President of Macworld Communications, Inc. **Jim Martin** notes that customers are often surprised that he answers his own phone. Martin regularly receives calls and speaks with readers who wish to discuss a customer service problem. He says the caller is usually taken aback when they realize they can speak to him directly. Martin recalls that a year ago, one reader called to complain about a subscription problem. "After he realized he was speaking with the person ultimately responsible, and that I was interested in trying to help solve his problem, he was so impressed by not having to go through two or three levels to reach me that he renewed his subscription for three years on the spot!

At *Network World*, Customer Service Representative **Bobbie Cruse** cannot avoid occasionally relying on her phone mail system. She always tries to call back customers who leave messages as soon as possible, and notes that callers are generally surprised at her expediency. Cruse also believes that it is important to be honest with a client. If you don't know the answer to a question, she notes that tracking down the answer as soon as possible and calling the person back gains far more mileage and faith in a company than an 'I don't know.' She recently had a situation where European editions of *Network World* were arriving late. "It took many faxes and lots of phone calls to straighten everything out, but our customers really showed their appreciation for the efforts and concern generated at our end."

KILL THEM WITH KINDNESS

Although 90% of Cruse's callers are great, she says there is the occasional "pickle puss." Her strategy? She kills them with kindness—until they melt.

Whether she's speaking to a first-time caller or a weekly caller, Cruse always enjoys the possibility of making someone a long-term customer. She calculated that it would be less expensive for one frequent caller from Tokyo to subscribe rather than continue purchasing back issues. And, for international Expo and show attendees that fill out qualification cards for *Network World*, Cruse forwards a letter offering honest information and step-by-step instructions on how to become a paid subscriber. "Just today I got a paid subscription from Brazil," Cruse noted.

World Expo Corp. Receptionist **Dody Keefe** finds that clients are often suprised to find 'a real breathing person' on the other end. She believes that this is one of the problems in this new world of automation and phone mail. "Phone mail is an important new tool, but usually abused." With that in mind, she takes to heart WEC customers' frustrations and will go and tell the person the caller is trying to contact that so-and-so is holding. The person will either call back immediately, or make sure the caller gets through.

Keefe also finds that a simple but most appreciated gesture, is not to automatically put a person through to phone mail, but to give them the option of leaving a message with her. Another service Keefe provides is recognizing and greeting regular callers by name.

In-house cooperation benefits overseas user

Clegg

World Update

In early March, the U.S. Department of the Treasury notified the IDG-affiliated East West Educational Foundation that it would soon be sending a volunteer to Lithuania to assist with the computer training of the country's minister of finance. East West Executive Director Alex Randall posted a request for an IBM AT donation through *IDG World Update* and by contacting MIS representatives around the company. *PC World*'s Director of Information Services Wally Clegg, who had been in the process of upgrading *PC World*'s computers to 386s, said that the request couldn't have come at a better time. Within two days, Clegg cleaned up and shipped a shelved IBM AT to the Boston Computer Society, and the Lithuania-bound volunteer had it in his possession two days later.

Do-er's profile

Brenda Shipman

- **PROFESSION:** Office manager/sales assistant, *Computerworld* (Dallas)
- **HOME:** Carrolton, Texas
- **JOINED IDG:** February 1987
- **LATEST ACCOMPLISHMENT:** Initiated the search for less expensive office space which resulted in a lower negotiated lease agreement in our present building
- **MOST CHALLENGING PART OF YOUR JOB:** Learning more about our software every chance I get
- **BEST PART OF YOUR JOB?** There's never a dull moment!
- **OUTSIDE INTERESTS:** Family, physical fitness, horseback riding, dancing
- **FAVORITE VACATION DESTINATION:** Club Med at Paradise Island, Bahamas—food, fun and sun!
- **LAST BOOK READ:** *Red Dragon*, by Thomas Harris
- **CELEBRITY YOU'D MOST LIKE TO MEET:** Sean Connery
- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Swim
- **SOMETHING YOU DO BUT WISH YOU DIDN'T?** Worry about things that are out of my control

Computerworld, Dallas

- **PERSON YOU MOST ADMIRE**: Jane Fonda, for her dedication to physical fitness
- **GOAL IN LIFE:** To make the best of everything that comes my way
- **IF YOU COULD WORK IN ANOTHER PROFESSION TOMORROW, WHAT WOULD YOU DO?** Own and operate my own health spa
- **MANAGER'S PROFILE**: Brenda is energetic and a true team player. Her self-motivating spirit is a key element in motivating others in the office.

IDG World Update

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Circulation experts share ideas at Phoenix meeting
- PAGE 2

Summary of the long-range planning committee reports
- PAGE 4

East West Foundation collects major grant award
- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 14 **APRIL 6, 1992**

IDG meeting yields long-range goals and insights for the '90s

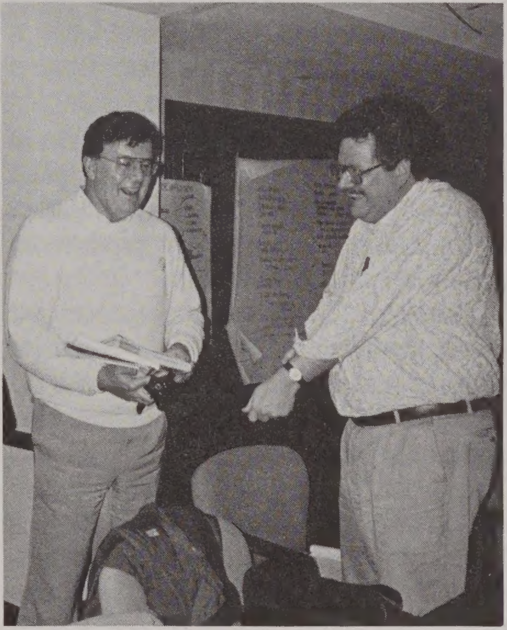
On a recent cold, rainy weekend 48 of IDG's key U.S. managers gathered on Cape Cod to generate hot, new ideas that will lead IDG into the next century. The IDG Long Range Planning Meeting brought the group together for two intense days of briefings and brainstorming.

IDG Chairman **Pat McGovern** kicked off the proceedings at dinner Friday evening where he reviewed IDG's operating goals and the progress being made toward achieving them. He started the evening on a light note, reviewing predictions from past long range planning meetings about such things as when bicycles would become the major form of inner city transportation.

Needless to say, most of the very long-term predictions of the past were incorrect.

"There is an old proverb that says, 'Forecasting is difficult, particularly when dealing with the future,'" McGovern joked.

Saturday morning was devoted to reports from the five heads of the Future Environment Working Groups. These task forces of IDG employees, appointed by McGovern, have been studying the environment of the 1990s in which IDG will be doing business. Each group leader presented the committee report and fielded questions from the attendees. (See reports pages 4 and 5.)



IDG World Update

IDG Chairman Pat McGovern and *InfoWorld* Editor-in-Chief Stewart Alsop share a light-hearted moment during the meeting.

During the Saturday afternoon session, as sheets of rain poured down, the planners broke into working groups to address such issues as:

- What new products and services should IDG plan for the 1990s?

- SEE PAGE 5

Lotuswelt unleashed at CeBIT

IDG Germany unveiled its newest publication, *Lotuswelt*, during CeBIT '92 last month in Hannover, Germany.

Produced under the direction of Editor-in-Chief **Burkhard Bierschenck**, publishing manager of the magazine division, and Editor **Axel Baukhage**, *Lotuswelt* will appear bimonthly with approximately 80 pages, including 20 to 25 pages of ads. The initial circulation is 13,000.

Like its sister publications, *Lotuswelt* targets users of all Lotus applications, and Lotus Development Corp. supports the circulation promotion with a "card-in-the-box" campaign. Bierschenck said that while he has high expectations that the card-in-the-box campaign will increase circulation very fast, he's also encouraged by the high volume of newsstand sales at the railroad and airport stands carrying the first issue.

In addition, since Lotus Development and IDG have agreed that Lotus will support just one publication per country, *Lotuswelt* faces no direct competition. Two former publications with a Lotus focus, a newsletter and a small magazine, have

- SEE PAGE 2

Circulation function meeting produces closer ties

IDG's latest round of publishing discipline function meetings took place March 19-20, as 21 individuals involved in circulation for most of IDG's U.S. publications gathered in Phoenix, Arizona, for an intensive session of learning and information sharing.

Specialists external to IDG offered their perspectives on fulfillment in the '90s, methods of helping salespeople use circulation more effectively, and maximizing list rental revenue.

A media buyer for Novell, Martha Felt, gained everyone's attention with a dynamic two-hour discussion about how media buyers view circulation. According to meeting organizer **Pat Crotty**, circulation director at *InfoWorld*, the majority of circulation people at the meeting had not gone on a sales call, so they had never had that kind of insight before.

Dick Ridington, director of business development at Lotus Publishing, explored serving the potential needs of readers through ancillary products such as newsletters and videos and identifying opportunities for co-ventures with outside companies.

Participants quickly discovered that the two-and-a-half hours set aside for open discussion among themselves was far too brief. "The chance to address businesss issues, policies and trends with circulation senior managers was as valuable as anything an outside speaker could bring in," said *PC World* Circulation Director **Heather Martin Maier**." The group also discussed leveraging their buying power to try to get better prices from common vendors.

"Pat did a great job of getting everyone together," said **Gail Odeneal**, vice president of circulation at *Computerworld*, offering a sentiment shared by her colleagues.

The participants were enthusiastic about meeting again next year and expanding the session to two full days.

According to Vice President of Corporate Services **Marion Kibbee**, all of the publishing discipline meetings planned this year grew out of employees' requests to strengthen networking ties within the company.

"People talked about the product line meetings last year, and the production and editorial meetings that had been held in the past, and wanted to hold similar sessions in their areas of expertise to enhance their skills and share ideas," she said.

Upcoming job function sessions include seminars and conferences (April 23-24), production (April 27-29) and marketing and research (May 3-5).

Lotuswelt

-FROM PAGE 1

been merged with *Lotuswelt*, and the union has yielded not only more than 1,000 subscribers but several key writers. One of them, the former newsletter editor, is reknowned as a Lotus guru and is now writing exclusively for *Lotuswelt*. Groupware will be among the main topics of *Lotuswelt*, and articles will also be written by other Lotus-authorized consultants.

"We're able to offer our readers sophisticated editorial and give them good information on general and specific application problems," Bierschenck said.

Lotuswelt's position as the country's only publication devoted to Lotus has also given it access to important customers, and the staff is also offering advertising incentives through combined ad sales with *PC Welt*.

Elsewhere during CeBIT, IDG Germany and a German marketing company collaborated on the organization and sponsorship of a new exhibition called "Software in Europe." In preparation for the removal of economic and tariff barriers in the European Community later this year, software suppliers in the European market had a chance to present their products to qualified visitors.

More than 300 software developers and producers from 22 European countries participated in the first competition for the "Golden Softy" award, which honors the three best European software programs. The event was a good opportunity for small firms, particularly those in Eastern Europe, to show off their innovative products. The winners were determined by a panel of specialists from industry, science and trade publications.

IDG Chairman **Pat McGovern** spoke to all the "Software in Europe" participants at a kick-off party on March 14, and two days later, the winners were announced at a gala party for close to 300 guests, including many prominent business people.

The event drew substantial television, radio and print coverage, in part due to the participation of a famous German chef and a well-known German TV star who served as moderator. According to IDG Germany's marketing staff, the festivities got rave reviews, and many participants were overheard calling it "the best CeBIT party in years."

Das Magazin für Lotus-Anwender
LOTUSWELT
1/92 März - April
IDG
Neu:
Ami Pro 2.0
1-2-3 für Mac
cc: Mail
Groupware:
Notes setzt Standards
Vergleichstest:
7 Tabellenkalkulationen
Update-Beratung:
Alle 1-2-3-Versionen
Makros für Profis
LAC-Spezial
Im Test:
486SX-PCs
NEU zur CeBIT 1992

***Lotuswelt's* paid circulation is approaching 7,000, more than half of its total distribution**

On line

ASK JOHN

From time to time, "On-line" features guest columnists. John Kilcullen, president of IDG Books Worldwide, takes a turn this week.

Q What is the mission of IDG Books?

A Our fundamental mission is to deliver hands-on, computer know-how to the expanding base of computer users worldwide via bestselling books. Achieving this mission will result in equity-building and increased mind share for the IDG brand among computer users over time. Our long-term objective is to be ranked as one of the top three computer book publishers in five years. This translates into approximately $25 million in annual sales. In the short term, our goal is to deliver a profit in FY '93.

Q What are your responsibilities as president?

A My responsibilities include championing the mission and values of IDG and IDG Books among our employees, authors, resellers, off-shore distributors/licensees, and strategic partners; recruiting and empowering the best computer book professionals to acquire and develop the highest quality books to meet our various customers' needs; and to responsibly manage our business plan to deliver our quarterly financial goals.

Q How do you identify titles that IDG Books will publish?

A We work hard at knowing what products our diverse groups of customers are using and at understanding their individuals needs. In addition, we target the different strategies for our book lines with the help of regular editorial review meetings with *InfoWorld*'s Stewart Alsop, *Macworld*'s Jerry Borrell and the editors of *PC World*. We also work closely with software vendors to determine which types of books will maximize an adequate return on our efforts.

Q How many titles have you published to date?

A We've published 21 titles in the last 16 months. We will launch 14 new titles by the end of this fiscal year, and we already have 22 new products in various stages of development for introduction in FY '93. National chains like Waldenbooks in the U.S. confirm that IDG Books is the fastest-growing publisher to enter the computer book industry in the last two years.

I might add that in this same period, Z-D Press was launched and while it introduced 23 new titles, IDG has consistently outperformed Z-D Press in sell-through among the top 20 titles each week at national bookstore chains in the U.S. Key differences include our group's commitment to quality, implementing an innovative interior design, emphasis on delivering added value and establishing a unique author point of view to solve readers' problems. For example, IDG was correct in its assessment that users were experiencing problems using Windows 3.0 and developed the international bestseller, *Windows 3 Secrets*, to meet those needs. Z-D Press decided to wait for Windows 3.1 and missed a huge publishing opportunity. Moral: success in publishing books comes in understanding our customers' needs as well as committing our enterprise to consistently delivering quality, innovation and added value while being passionate about our work.

Q What market niches do you envision IDG Books entering?

A Although we are constantly exploring niches of opportunity, our success continues to be competing head-to-head with the major publishers in the core business applications and operating systems book markets. We do plan on targeting a new line of books to professional integrators of technology. We also plan to publish books to help users integrate multiple desktop computers using the next generation of applications over sophisticated but transparent networks. We believe enterprise connectivity will be an important topic that will attract book buyers.

Q Do you have plans for expanding operations in Indianapolis, Ind., where newly appointed publishing director David Solomon is based?

A Plans are under way to open an editorial office in the Indianapolis area by the end of this fiscal year. A large and available talent pool resides in this region, including some of the best computer book editors and product development specialists. The world leader in computer book publishing, Prentice Hall Computer Publishing, is based there, and since IDG Books has been identified as an innovative, quality publisher, we hope to attract local talent. Indianapolis is also a cost-effective place to do business. However, we will maintain an editorial presence in San Mateo, close to our sister publications, key software vendors and Apple Computer.

Q Do you see any major changes evolving in the computer book publishing industry during the next few years?

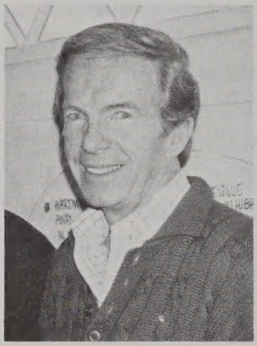
A These are exciting times for computer book publishers. I believe that innovative, small- to medium-sized publishers will grow at the expense of larger, "formulaic" houses [whose books are of uniform design and writing style], and mature publishers will begin to decrease their new title output as market saturation kicks in. I also foresee rising sales of browseable computer books—that include value-added software—to users looking for instant productivity and increased growth in sales of Macintosh books and introductory texts for the "computer-hesitant" market.

IDG employees examine future business climates

A dedicated group of U.S. IDG employees at all levels gave many hours of their own time to work on the 1992 Long Range Planning Committees. Their job was to examine the various aspects of the social, political, economic and technical environment where IDG will do business in the 1990s. Here is a summary of their findings, presented at the IDG Long Range Planning Meeting, held March 27-29 in Brewster, Massachusetts.

CHANGING PATTERNS IN THE SOCIAL, ECONOMIC AND POLITICAL ENVIRONMENT IN THE U.S. IN THE 1990S.

Committee Members: Chairperson **Bill Murphy**, IDG; **Jane Creighton**, IDG; **John Grogan**, *PC World*; **Bob Ainsworth**, IDG; **Don Best**, IDC; **Mary Fran Kirchner**, Information Strategies Group; **Sam Maccherola**, Information Strategies Group.



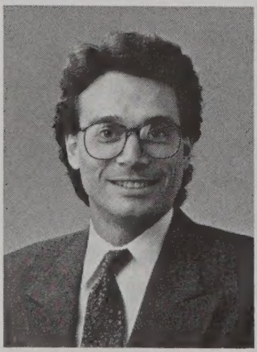
Murphy

World Update

Social trends drive economic trends, which in turn drive political trends. In the 1990s the baby boom is over. Population growth in the U.S. is slowing to .8% and the over 55 age group represents the fastest growing segment. African American, Hispanic and Asian segments of the population will grow much faster than the Caucasian segment. Enrollment rates at all levels of education will increase, but increased funding is unclear and teachers are expected to see little improvement in their situation. Growth in the labor force will slow, as will new job opportunities. Fewer workers and higher technical training requirements mean fewer qualified workers in the economy's growth areas.

CHANGING PATTERNS IN THE ACQUISITION, MANAGEMENT AND USE OF ENTERPRISE IS IN THE 1990S

Committee Members: Chairperson **David Vellante**, IDC; **Richard Villars**, IDC; **Peter Burris**, IDC; **Alan Ryan**, *Computerworld*; **Mitch Betts**, *Computerworld*; **Mary Brandel**, *Computerworld*; **Clinton Wilder**, *Computerworld.*



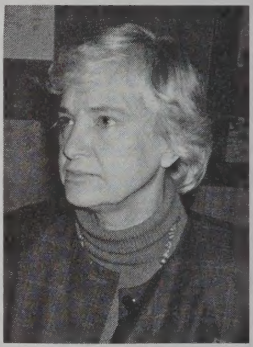
Vellante

IDC

The 1990s will be the era of integrated enterprise computing. An integrated enterprise system is defined as a cohesive set of plans to implement IT on an organization-wide basis in a fashion that best leverages organization-wide resources of people, machines, money and material. A major issue will continue to be the role of MIS in the purchase decision process. In today's industry users for the first time are having a significant impact on computer equipment purchases. This shift will be one of the most significant forces shaping how enterprise information systems are purchased. In the new era of open systems, acquisition/purchasing will be go to MIS, departments and work groups.

CHANGING PATTERNS IN THE ACQUISITION, DELIVERY AND USE OF INFORMATION IN THE 1990S.

Committee Members: Chairperson **Diane Gamble**, LINK Resources; **Paul Earl**, Emerging Technology Applications; **Peggy Fischer**, LINK Resources; **David Hill**, IDG International News Group; **Scott Mace**, *InfoWorld*; **Jo Rainie Rodgers**, *InfoWorld*; **Steve Sieck**, LINK Resources.



Gamble

World Update

Information acquisition in the '90s will come less from individual files and sources and more from shared, electronic resources. Users of IDG information will spend less time browsing, seek more targeted information and "read and toss" more. Management intuition was the most significant driver of new projects, and required investment was often higher than anticipated. New product launches during 1992-95 will involve fax-back services, 900 numbers, CD-ROM, videotape, multimedia and on-line services. Products introduced toward the end of the decade will involve electronic media. The business audience will remain paramount, with a significant increase in the home market.

CHANGING PATTERNS IN THE NATURE OF THE U.S. WORK FORCE

Committee Members: Chairperson **Martha Stephens**, IDG; **Bonita Cox**, *Computerworld*; **Kerrin Fuller**, Computer Buyers Publishing; **Nancy Newkirk**, IDG; **Bill Reinstein**, *Network World.*

Stephens

Human Resources

The U.S. work force is aging rapidly. Twenty years ago the median age was 28. In 2000 it will be 40. By the end of the decade two thirds of women will be working outside the home. Minorities will make up as much as 25% of the U.S. labor force. Changes in the workforce demographics signify that only one in three qualified new employees will be a non-immigrant Caucasian male. Labor shortages will become increasingly common in the 1990s. Employees will demand more balance between work and family. Organizations will increasingly decentralize, and career paths will be altered with fewer ladders to climb. Flexibility and ability to learn will be the keys to individual advancement.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK April 6, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

STAFF ACCOUNTANT (IDG)

This 6 month temporary position is available from July 1, 1992 to January 1, 1993. Duties include: account and inter-company reconciliations, journal entry preparation, assistance in monthly closing and support for year-end audit. Requires a BS in accounting and several years general accounting experience.

ADMINISTRATOR - PROGRAM SERVICES (CIO)

Responsibilities include: maintaining Executive Programs Database, data entry of conference enrollments, generating all correspondence related to CIO conferences, organizing and preparing speaker and host packets, on-site program, conference and registration support. Excellent organizational and communication skills required.

SOUTHWEST REGIONAL SALES MANAGER (IMI/SWP)

Seeking a regional sales manager for *SunWorld* magazine to cover the Southwest U.S. Prior experience in selling advertising space and working knowledge of research promotion a must. Prior management experience a plus. A minimum of 3 years selling experience in computer trade advertising sales required.

PART-TIME ACCOUNTING ASSISTANT (CWPI)

Flexible part-time position to provide clerical support to CW Accounting Department. Responsibilities include general filing, A/P check distribution and data entry. Candidate must be organized, possess basic math skills and be familiar with PCs. Previous business experience required.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)978-3200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

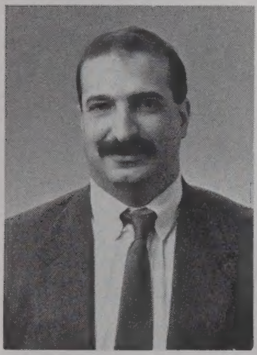
Job Opportunities

Revised: April 6, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS*, Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS*, Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	LAN Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Production Director	Framingham, MA	L. Bishop	(508)935-4603
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator - Program Services	Framingham, MA	B. Corry	(508)935-4416
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CIO	Office Assistant	Framingham, MA	B. Corry	(508)935-4416
CBP	Editorial Intern	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	B. Corry	(508)935-4416
DNP	District Sales Manager	Boston, MA	R. Corbin	(617)482-8470
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Designer	*PCWorld*, San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld*, San Francisco, CA	S. Wong	(415)978-3181
PCW	Director of Business Development	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Southwest Regional Sales Mgr.	*SunWorld*, Laguna Niguel, CA	H. Versen	(415)267-1720
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Part-Time Accounting Asst.	*CWPI*, Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Circulation Director	*Gamepro*, Redwood City, CA	J. Rouseau	(415)362-5200

CHANGING PATTERNS IN THE EVALUATION, ACQUISITION, MANAGEMENT AND USE OF PCS AND WORKSTATIONS

Committee Members: Chairperson **Aaron Goldberg**, IDC; **Kevin Burden**, *Computerworld*; **Jeff DeTray**, IDG Peterborough; **Kathy Dinneen**, IDG Research; **Pat Kenealy**, *PC World*; **Bill Laberis**, *Computerworld*; **Chris Lindquist**, *Computerworld*; **Rachel Parker**, *InfoWorld*; **David Sears**, IDG Peterborough.



Goldberg

IDC

In the 1990s the PC product market will segment into very distinct lines. Three key new approaches that will have significant impact will be pen PCs, personal digital assistants (PDA) and consumer infotainment products. The PDA will be less a computing device than a communications device that will allow access to information stored elsewhere. Infotainment will combine traditional computing with entertainment. In traditional PC and workstation applications the largest change will be the huge growth of work group applications. The pace of change in PC hardware will slow from the 1980s, with users staying with individual platforms or technologies longer. The role of IS management in the purchase of PCs will continue to be important but will decline over the decade. In the channels of distribution, dealers and mail order will flatten out and VARs will be the growth channel.

IDG U.S. at a glance

What are today's demographics at IDG U.S.?

- **The average age is 34**
- **62% of our work force is female**
- **6% of our work force is non-white**
- **53% of our work force is single**
- **30% of our work force has children under 13**
- **10% of our work force works a non-traditional schedule**

A look at IDG in 2000, based on work force trends

- **The average age will be 40**
- **65% to 70% of our work force will be female**
- **15% of our work force will be non-white**
- **25% of our work force will work non-traditional schedules**

Long Range Planning

- FROM PAGE 1

- How should IDG plan to adjust its information gathering and delivery systems to keep up with customers in the 1990s?
- How can IDG enhance its skills at recruiting, training and retaining key personnel in the next decade?
- How should IDG as a company be organized and structured in the 1990s?

The attendees reconvened laterin the afternoon to present the results of the breakout sessions and continue brainstorming. The discussions went on into the evening over dinner as the sheets of rain quietly turned to snow.

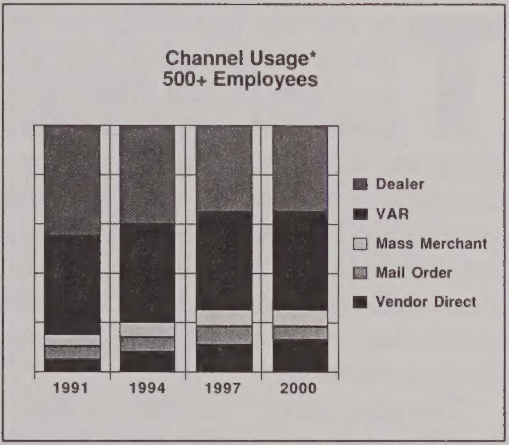
Sunday the attendees broke into working groups again to address such issues as:

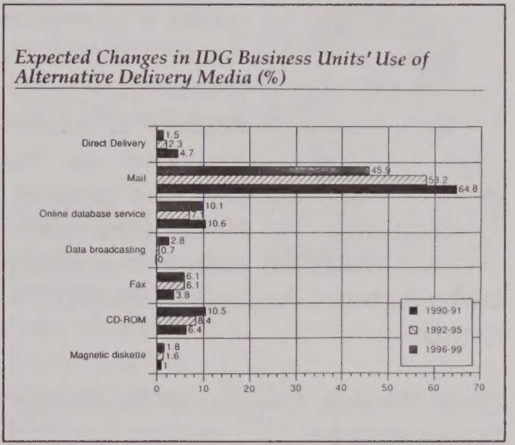
- How to increase the transfer of skills within IDG.
- How to enhance the value of information to our customers.
- How to get lower costs by leveraging IDG's buying power.
- How to benefit from IDG's existing customer relationships.
- How to leverage shared resources such as market data, testing facilities and news.

Again the working groups reported their findings to the gathering, and various courses of action were discussed.

At adjournment, meeting facilitator Peggy Umanzio praised the attendees for their work during the meetings.

"I have never before worked with so large a group," she said. "You have proved it can work. I have never seen such a task-oriented group. When given a task to do, you people ran out the door to do it. You are going to be very, very successful."



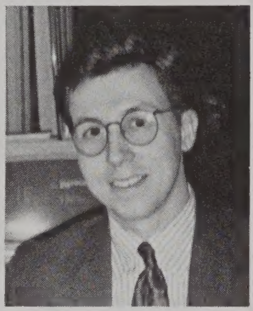


The above graphs were used to demonstrate some of the topics discussed by the teams such as, "What routes do companies use to obtain hardware?" and "How to make use of delivery systems."

Chairman's ★★★

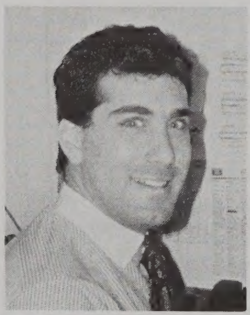
This week, World Update *introduces a new recognition program, the Chairman's Star Award. For more information on how to nominate employees, see the enclosed insert or fax IDG HQ at (617) 859-8642.*

Bob Carrigan, Regional Sales Manager
Digital NEWS



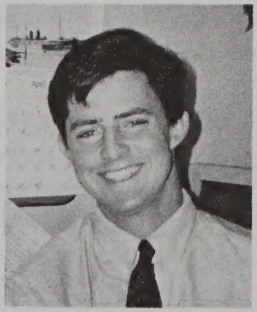
During his brief tenure of 20 months at *Digital NEWS*, Carrigan helped move *DN*'s New England region from the publication's No. 4 region in market share to the No. 1 region—from 33% to 40.8%. His area is also the No. 2 region for number of advertising pages.

Wayne Silverman, Account Executive
Digital NEWS



Silverman recently earned a promotion from classified telemarketing representative to account executive on the EXTRAs program. His first sale in his new position, two insertions in March, generated approximately $12,000 in revenue.

Chris Whelan, Circulation Coordinator
Digital NEWS



Whelan recently launched a re-qualification direct mail effort that resulted in a 27% response, against an anticipated response of 18%. This will benefit *DN* by saving more than $50,000 that otherwise would have been spent to attract new subscribers.

IDG France co-sponsors award

For the third consecutive year, IDG France's *Telecoms & Reseaux International*, along with Motorola Codex and the National Institute of Technology, co-sponsored France's Telecom Manager of the Year award.

The TCM '91 winner was from Agence France Presse (AFP), the national press agency. AFP was honored for being among the first in the press world to have installed a global network, including VSAT satellite hubs and high-speed voice data links between Paris, Hong Kong and Washington, D.C. Five other finalists were also recognized.

Applicants had to meet five requirements, including technical innovation, quality of operation in the enterprise's workgroups and return on financial investment. **Pierre Mangin**, editor of *Telecoms & Reseaux International*, was among the judges on the awards panel.

IDG France

IDC France Managing Director Gerard Bidal (L) and IDG France President Francois Chaussonniere present first prize to Agence France Press' network manager (R).

East West reaps $220,000 grant

The National Endowment for Democracy in Washington, D.C., last week gave the East West Educational Development Foundation a grant for $220,000 to assist with the foundation's mission of using computer donations to sponsor demoncracy in Eastern Europe and the republics of the Commonwealth of Independent States. The grant was the largest first-time award ever given by the endowment.

"This grant raises to an infinitely higher level the need for IDG editors to talk about what we do," said East West Director **Alex Randall**. "We can now refocus our efforts on getting enough gear to meet the demand."

Randall will soon send a package to IDG editors and publishers worldwide that will make it easier for them to draw their reader's attention—and excess computers—to East West's activities. It includes a public service ad stat, a sample letter from the publisher and an East West policy statement.

"I'd like to get editors to introduce the computer recycling concept in their editorial policy," Randall said.

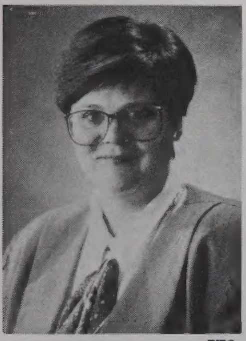
Another highlight for the foundation last month was the beginning of a fruitful relationship with Lotus Development Corp., which recently donated 347 pieces of equipment. Randall credited Lotus Publishing President **Mark Flanagan** and Senior Editor/Resources **Garry Ray** for "opening the doorway to Lotus' philanthropy department so we could talk to them."

According to Randall, Lotus is inundated with domestic requests from schools and charitable groups for single computers but they don't have the personnel to follow up on the inquiries. "They took their wholesale problem and gave it to us. They give us the hardware, and we'll process the donations," both locally and abroad, he said.

East West is willing to take on the same distribution chores for other companies. "How many other organizations in IDG readership land have the same problem?" Randall asked. East West is available for all of them.

Noteworthy!

PROMOTIONS


WEC
Yager

Jonna Yager of World Expo Corp. has been promoted from marketing services director to vice president. She will continue her role of overseeing the attendee, exhibitor and corporate marketing for WEC as well as develop new business campaigns. Yager will also continue to serve on the WEC Board of Directors and the WEC Executive Commitee, to which she was appointed last year.

"Jonna has been a solid IDG citizen for the past 12 years," said WEC President Cherif Moujabber. "She's consistently demonstrated her creativity and resourcefulness, and we're thrilled to welcome her to this new position."

NEW EMPLOYEES

Michael Cooney has joined *Network World* as senior editor of data communications. He comes to IDG from DataTrends Publications, where he was the editor of three newsletters: the 10-page weekly *Report on IBM*, 16-page monthly *Netline* and 10-page monthly *Report on DEC & IBM*. Cooney will be working out of his home in Centerville, Va., but plans to relocate to the Boston area by the end of the year.

■ ■ ■

Heidi Anderson is an administrative assistant for PCW Communications. She was recently a call director for the Northeastern University admissions office. Anderson has a BA in history from Connecticut College.

PC World also welcomes **M. William Hanck** as an account manager. He previously worked as a district manager for CMP Publications Travel Group. Hanck has a BS in psychology, with minors in business and communications, from the University of Iowa. He volunteers with Homeless Care of Orange County in his free time.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week in April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Ursula Sauter - IDG Germany

THIRTEEN YEARS
Walter Schönberger, IDG Germany

ELEVEN YEARS
Helga de Gregori - IDG Germany

TEN YEARS
Claudia Marwede-Dengg - IDG Germany

NINE YEARS
Thomas Bergerskogen - IDG Norway

EIGHT YEARS
David Sanders - IDG Paper Services
Anita Laule - IDG Germany
Richard Fachtan - IDG Germany

SEVEN YEARS
Joan Swarms - *LOTUS*
Aromi Rajon - IDG France
Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain
Joachim Herbert - IDG Germany

SIX YEARS
Bill Berghauer - IDG
Hope Winslow - *PC World*
Marie-Laure Dupuy - IDG France
Carole Zozaya - IDG France
Patrick Kwok - Asia Computerworld
Judit Fülöp - IDG Hungary
Robert Wells - IDG Germany

FIVE YEARS
Susanne Neuner - IDG Germany
Magdalena Koch - IDG Germany
Helmut Achatz - IDG Germany

FOUR YEARS
Crawford DelPrete - IDC
Sophie de la Gueriviere - IDG France
Catherine Bolsadam - IDG France
Carol So - IDG Books
Zsuzsanna Szilagyi - IDG Hungary
Peter Gruber - IDG Germany

THREE YEARS
Cheryl Messia - *Digital NEWS*
Kelly Milan - *PC World*
Hiltrud Puf - IDG Germany

TWO YEARS
Lawrence Neves - PCW Central Serv.
Tony Picardi - IDC
Josiane Liban - IDG France
John Kilcullen - IDG Books
Sandor Davidovics - IDG Hungary
Alessandro Degli Occhi - IDG Italy
Axel Baukhage - IDG Germany
Susanne Kiermeier - IDG Germany
Hans Königes - IDG Germany
Alfred Poschmann - IDG Germany
Andrea Piontek - IDG Germany
Nikolai Utpadel - IDG Germany
Peter Pilkington - IDC U.K.

ONE YEAR
Matthew Mandino - WEC
Barbara Sullivan - IDG
John Webster - IDC
Renee Amadio - IDC
Charles Barney - IDC
Morten Rynning - IDG Norway
Pal Csurgai - IDG Hungary
Luis Martin - IDG Spain
Elisabeth Bauer - IDG Germany
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Siegfried Kröger - IDG Germany
Ingrid Kurz - IDG Germany
Christine Lugert - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany
Kaye Sharbrough - IDG Germany

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Kathy Mazzie will receive an official "Off Line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

"Mr. Crouch, I said 'pain in the spleen.'"
- **Jon Lesjak**, IDG Australia

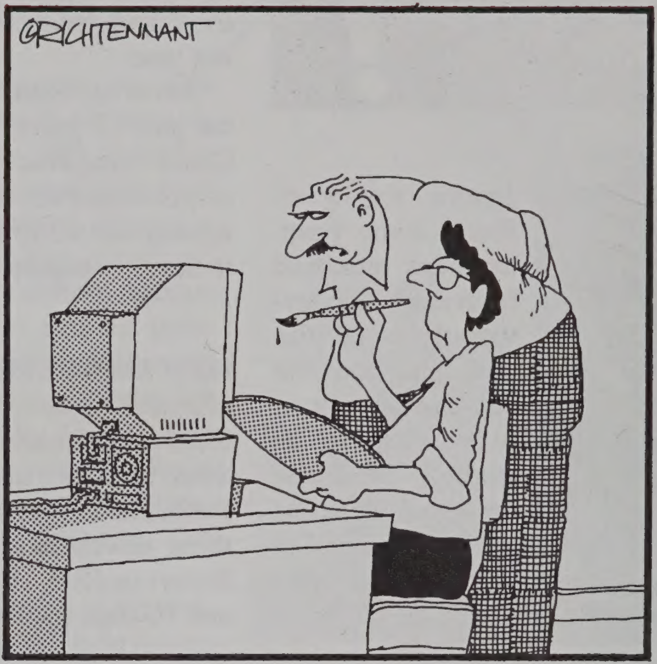
"I don't think that's what they mean by 'redrawing the screen.'"
- **Tom Moran**, *Macworld*

"*Brushing* up on your computer skills, Hal?"
- **Nate Castro**, *GamePro*

"I don't think that is what they had in mind when they called it 'MacPaint.'"
- **Laura Holliday**, *Computerworld*

"It was not my idea when I suggested to combat Michelangelo with his own arms."
- **Ciro Villate**, *CW Colombia*

"If it's a Michelangelo virus maybe you should hang the PC *above* your desk."
- **Darien Werfhorst**, *Macworld*



"So this is how you get a color monitor."
- **Kathy Mazzie**, *Network World* (Chicago)

"No, a smiley face on the screen is not what I meant by a user-friendly interface."
- **Liz Horwitt**, *Computerworld*

"Uhh...Paul, those characters floating all over the scren are the Michelangelo viruses wiping out your hard disk. They're not teaching you to paint."
- **Edward Lim**, CW Southeast Asia

IDG World Update

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Acquisition lights up *Macworld* U.K.'s third anniversary
- PAGE 2

Lotus U.K. team rolls out promotional campaign
- PAGE 4

Danish conference group establishes market niche
- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 15

APRIL 13, 1992

'Can Do' attitude prevails at Publishing Institute

Last month's fifth IDG Publishing Institute again offered participants across the IDG spectrum an in-depth and integrated review of all major aspects of publishing management.

"It was worth every minute," said **Carol So**, vice president of business development for IDG Books. She noted that since the institute brings together people from a variety of disciplines so they can learn about different parts of the company, attendees get a chance to see how the responsibilities of another department affect their own jobs.

Participants are nominated by their business unit presidents in recognition of their leadership ability and potential for advancement. Lectures, role playing, small group exercises and full group discussions were incorporated in the intensive four-day and evening program.

Consultant and facilitator Bob Miller cited an exceptional level of dialogue and exchange between the attendees and the 11 publishing division presidents who contributed their expertise. "A 'can do' enthusiasm prevailed, and the passion for that was evident from both the front of the room and from the students," he said.

Miller also noted that the forum serves more as an organizational development effort than a training session, with division presidents and managers "sharing issues of where the company is going."

Participants represented four countries and 16 publications.

IDG Framingham

"It was a great opportunity to see an incredible variety of publications and people," said **Pierre Mangin**, editor of IDG France's *Telecoms & Reseaux International*. Everyone was interested in addressing the challenges of promoting group synergy that result from a decentralized company, he added, and it was "of great interest and great fun" to establish cross-publication connections.

This year's participants were: **Charles Babcock**, *Digital NEWS*, **Lindsay Davidson**, *Macworld*, **Shannon Dolan**, *Macworld*, **Kevin Ellis**, *InfoWorld*, **Karen Giffhorn**, *Computerwoche*, **Paul Gillin**, *Computerworld*, **Bill Gollan**, *Computer Buying World*, **Bob Hodgson**, Lotus Publishing, **Jim Hussey**, *Federal Computer Week*, **Pierre Mangin**, *Telecoms & Reseaux International*, **Bob Metcalfe**, *InfoWorld*, **Gail Odeneal**, *Computerworld*, **John Rousseau**, *GamePro*, **Carol So**, IDG Books Worldwide, **Sylvia Stier**, IDG Germany, **Nancy Sheehan**, IDG Framingham, **Dale Strang**, Tech Media Publishing, **Bernie Theobold**, *PC World*, **Evilee Thibeault**, *Network World*, **Juan Manuel Urraca**, *AmigaWorld Spain*, **John Watts**, *Computerworld*.

Macworld U.K. turns three, buys competitor

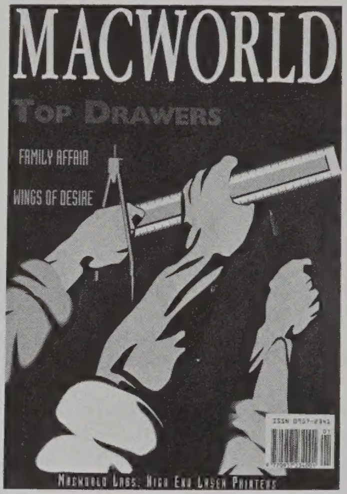
On April 1, *Macworld* U.K. had two reasons to celebrate. The day marked the third anniversary for the publication as well as the official acquisition of a major competitor's publication, EMAP's *Apple Business*.

According to *Macworld* employees, EMAP published the title for five years and established a database of well-targeted corporate decision makers, but due to the economic climate was forced to stop publishing in January.

The purchase entitles *Macworld* U.K. to full publishing rights and a database in excess of 20,000 names. *Apple Business* will be incorporated into *Macworld* beginning with the May issue, with no significant changes to *Macworld*'s design or editorial.

The 1992 Banner Survey, the U.K.'s only independent research on readership of trade publications, depicts *Macworld* as outperforming its only remaining rival, *MacUser*.

This purchase of *Apple Business* is part of IDG UK's continued strategy to make *Macworld* the leading Macintosh magazine in the U.K.

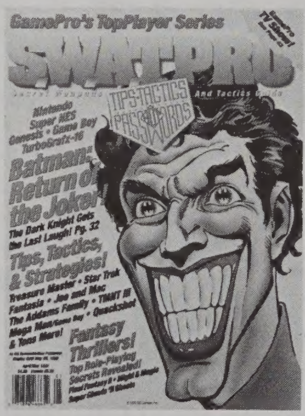


According to *Macworld* Publisher **Guy Phillips**, "the acquisition will give *Macworld* greater inroads to corporate Macintosh usage, an area acknowledged as *Apple Business*'s strength. It also shows our continued commitment to invest in *Macworld* to improve the service and product we offer to advertisers and the readers."

IDG will offer all existing *Apple Business* subscribers the opportunity to continue their subscription with copies of *Macworld*.

GamePro introduces *S.W.A.T.PRO*

GamePro Publishing, Inc.'s newest publication, *S.W.A.T.PRO*, began life as a feature, providing game playing tips and tactics for young video enthusiasts, in *GamePro* magazine. Believed from day-one to have the following for its own publication, its immense popularity continued to grow, and soon led to the production of a series of supplementary issues and, finally, this month, the publication is being spun off as an independent bimonthly with a national distribution of 150,000.


GamePro's TopPlayer Series
S.W.A.T.PRO
TIPS•TACTICS
PASSWORDS
Batman: Return of the Joker
Tips, Tactics, & Strategies!
Fantasy Thrillers!

"Our *S.W.A.T.PRO* special issues have been consistently popular with video gamers of all ages," said **John Rousseau, publisher** for both publications. "We felt the overwhelming response of readers warranted a bimonthly publication that would complement the comprehensive coverage of the video game market as featured in *GamePro*.

"A recent *GamePro* editorial survey showed that video game playing tips and tactics are what over three-quarters of respondents want to read more about," continued Rousseau. "S.W.A.T. is what our readers read first in every issue of *GamePro*, and it's the feature they consider most useful for 'gaming.'

According to Marketing Manager **Debra Vernon**, "The S.W.A.T. (short for 'Secret Weapons and Tactics') section of *GamePro* has always been the most popular, although it's considered the hardest to understand. Gamers need to read the tip while playing the game. It's really difficult to get the coordination, but it says a lot for the devotion to the section."

Features such as "Game Busters" reveal the final sequence of some of the most challenging video game titles, and shows gamers how they can beat the final "boss" (a character in every game at the final level that you have to beat to win). To satisfy "role-play," enthusiasts, a type of video game where players assume attributes of a particular character, *S.W.A.T.PRO* will also feature in-depth strategies on the newest role-playing titles. In addition, gamers who want to compete with their peers can submit scores to be printed on the ChallengePro board.

Macworld debuts in Korea

MACWORLD
KOREA

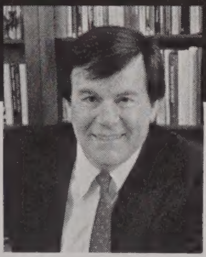
Macworld Korea, IDG's 15th publication in the *Macworld* product line, launched in January with a distribution of 30,000.

The monthly publication targets business and professional users, described in the rate card as "the professional designer, architect or engineer, as well as the large corporate user who needs to establish in-house desktop publishing, business planning or database operations."

Circulation by job function shows 36% are desktop publishers, 25% graphics oriented, 15% CAD/CAM users, 9% designers, 8% involved with imaging and 7% with multi-media.

On line

ASK PAT



Q Now that special interest videos have grown into a $1 billion-plus industry, does IDG have plans to produce them?

A Special interest videos have proven to be an attractive business opportunity for quite a number of our business units. *Network World* has produced a series of videos discussing the evolution of networking technology. *LOTUS* sells a family of videos on tips and techniques to get the best results from Lotus software. *PC World* has been doing videos since 1986. IDG research companies present a number of their executive briefings and reports in video form for customers. Outside the U.S., many business units produce videos. Videos done by business units in Czechoslovakia and Russia are regularly broadcast on their national TV systems.

Q What's TISC's status? Has it retrenched or refocused its strategy?

A Technology Investment Strategies Corp. has enjoyed an excellent customer rating for its new user services and a renewal rate of more than 85%. However, the recession in the U.S. has prolonged the marketing cycle to start up new clients, so the business unit has revised its current staffing needs and hiring schedule to reflect market conditions. The business unit is performing close to its business plan and is making encouraging gains in market share.

Q I've heard rumors about IDG taking over VNU in the U.K. Is this true?

A IDG is in the process of evaluating a number of ways to expand our publication activities in the U.K. The acquisition of a U.K. computer publishing company is one of a number of alternatives being considered. However, there are no active discussions at the present time with VNU about acquiring their computer publishing activities in the U.K.

Q I was told IDG reimburses tuition for job-related courses only. Shouldn't IDG also cover fees for industry-related seminars and courses?

A IDG's tuition reimbursement program covers degree-related courses in addition to job-related seminars and courses. Seminars and conferences that cover developments in the computer industry, computer technology and the IT market can be company-paid, if attendance is approved by the participant's manager in advance.

Q How is IDG doing versus Ziff-Davis in the U.S. so far this calendar year?

A For the first two months of the calendar year, the latest figures show IDG up 13.1% in pages compared to only 2.8% for Ziff-Davis. IDG's advertising revenue is up 24.5%, while Ziff-Davis' ad revenue is up 16%. As advertisers recognize that computer buying in the '90s is system-oriented versus desktop-oriented, Ziff-Davis' PC publications such as *PC Magazine* are down 7.2% in pages, while IDG's system-oriented publications like *InfoWorld* and *Computerworld* are up 21.5% and 14.2% in pages, respectively.

Q Why is sex, age and years of service asked on the U.S. Employee Evaluation Survey?

A These questions are asked to gain an understanding of whether our benefits programs are equally attractive to male and female employees, whether our training programs are evaluated differently depending on the age of the respondent and whether the rating of IDG business unit practices and management style varies by the number of years the employee has been a member of the IDG team. This helps make the results of the IDG Employee Evaluation Survey more useful in deciding what actions to take to meet the diverse needs of all members of the IDG team.

Q What's the status of the arbitration proceeding initiated by David Bunnell, an ex-*PC World* employee?

A IDG's attorneys have determined that the arbitrator's procedure and finding was faulty on matters of fact as well as law. They are appealing the decision and the appeal should be heard by the court within the next few months.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

LOTUS U.K. boosts circulation, revamps book

The *LOTUS* U.K. team rolled out the results of its recent promotional campaign—as this month's edition jumps from its previous circulation of 15,000 issues to 40,000. Of that number 8,000 will be paid and 32,000 will be delivered to registered Lotus users.

Spearheaded by Publisher **Mary Hawker**, the campaign makes use of the direct response advertising medium, the list rental program, as well as the auxillary product options available under the IDG contract signed with Lotus in January 1991.

Up until now, the 6,000 new registered users that sign up each month at Lotus Development were simply taking up space on a database. But now, Hawker has gotten a hold of this list and tapped these potential subscribers by sending each new user a trial issue. "I am sure I don't have to tell you how important this list is. The registered user in every company is either the decision maker or involved in the purchase of IT equipment," Hawker said.

"We realized that with the IDG contract, we are privy to unrivaled access to the Lotus Development database. We were previously unable to reach the Lotus registered users, but with our new association and accessibility we can offer new and exciting information," Hawker explained.

LOTUS U.K. Editor **Marc Brenner** studied the responses to the surveys, reader panels and polls conducted by the magazine's staff. Based on this information, *LOTUS* U.K. introduced full-color throughout and now offers the readers solutions to their problems as well as add value-added analysis.

Another feature of the promotional campaign is the creation of the *Lotus Directory*. This directory will contain information on the products and services offered by Lotus Development. It will also be sent to the 40,000 readers of *LOTUS* magazine, with an initial print run of 114,000.

In addition to crediting the marketing and circulation departments "who have worked so hard on putting together the subscription drive," Hawker also cited *LOTUS* U.S. for lending great support, and noted that both Director of Business Development **Dick Ridington** and Publisher **Mark Flanagan** gave an enthusiastic nod when she approached them with her idea to revamp the book. She also noted that they have been supportive of such ancillary products as newsletters, videos, title access to promotional material, and helping speed the start-up process.

"Our main strategy is to use the whole team and offer Lotus Development and therefore the readers and advertisers the highest editorial quality, the best circulation and the highest standard of service," Hawker said.

Back row from left: Sarah Mercer, marketing and circulation development manager; Chris Matthews, circulation manager; Carina Longbottom, deputy editor; Dan Norman, sales executive. Front row from left: Lucy Taylor, production editor; Marc Brenner, editor and Mary Hawker, publisher.

InfoWorld, *CW* support TV series

San Francisco-area viewers of a new television series exploring the history of the computer, "The Machine That Changed the World," will see the IDG name prominently associated with the program. The five-part series, produced by the Public Broadcasting System (PBS), is being aired April 6-May 4 on PBS stations throughout the U.S. *InfoWorld* and *Computerworld* are cited during the broadcast for helping make the local presentation possible on station KQED in San Francisco.

On March 31, IDG's Marketing Services Division sponsored a reception to preview segments of the show at the Stanford Faculty Club in Palo Alto, Calif., to further associate the IDG name with the history of the computer and increase local viewership of the series.

Marketing Coordination Manager Joanne Olson of *InfoWorld* organized the event, which drew close to 200 clients, public television executives, and prominent industry representatives, including David Packard, co-founder of Hewlett-Packard and, according to Olson, not one to frequent many industry functions. *InfoWorld* Publisher Bob Metcalfe gave the opening address.

To All Employees of International Data Group:

A very important event is about to unfold once again—and IDG needs your help.

The event I'm speaking of is the AIDS Action Committee's 7th annual "From All Walks of Life" walkathon, and this year marks IDG's third straight year of participation in this concentrated battle against AIDS. The Walk takes place in Boston on Sunday, May 31, and in San Francisco on Sunday, July 19. And the spin on IDG's campaign this year is to include our West Coast publishing business units in a combined effort to do our very best to help the AAC's cause to arrest this dread disease.

This letter to you, the employees of International Data Group, serves as my personal encouragement to all of you to get active again this year, as I'm counting on your help to fuel the IDG effort for AIDS Action on May 31 in Boston and on July19 in San Francisco.

The East Coast steering committee responsible for organizing IDG's participation this year includes Nicole Kassel, IDG Headquarters; Tom Mathews, IDG Human Resources; Debbie Bernardi, IDC Human Resources; Bill Sell, World Expo Corp.; Jay Boviard, IDG Credit; and David Sanders, IDG Paper Services Division.

The West Coast steering committee includes Becky Freed, *InfoWorld*; Shelly Ginenthal, *Macworld*; James Martin, *Macworld*; Melissa Riofrio, *PC World*; and David Zink, *Publish*.

Please take part in supporting a cause as crucial as this one. It's a personal battle that needs IDG's professional allegiance.

Best personal regards,

Walter

W. Walter Boyd
President

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK April 13, 1992

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

SENIOR EDITOR, MANAGEMENT (CWPI)

Responsible for overseeing coverages of the relationship between business re-engineering and information systems. Candidate will be focused on identifying trends in corporations undergoing change, the effects on I.S. and the role of I.S. on corporate strategies. Requires extensive knowledge of business and technical trends, strong reporting and writing skills, experience interviewing senior level I.S. management and the ability to lead small teams of reporters. Candidate will travel on a regular basis. Applicants must have a bachelor's degree and at least 5 years of news writing experience.

SENIOR WRITER (CWPI)

Responsible for preparing, researching and writing original news, technical and feature stories and for generating stories on assignment from editorial management. Candidate must have a college degree with a minimum of 3 years professional journalism experience, possess a demonstrated writing ability with fast, accurate production and little or no requirement for rewriting and have proven reporting skills with the ability to establish contacts, find new leads and uncover and analyze trends.

PART-TIME EDITORIAL ASSISTANT (CWPI)

Busy newsroom in Burlingame, CA needs a part-time clerical assistant to support 5 employees. Responsible for telephone coverage, mail distribution, travel arrangements and correspondence. Must be able to handle conflicting priorities and demand and have demonstrated office and personal computing skills.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: April 13, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Associate Editor for Applications	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	LAN Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator - Program Services	Framingham, MA	B. Corry	(508)935-4416
CIO	Production Assistant	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CBP	Editorial Intern	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	B. Corry	(508)935-4416
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	S. Wong	(415)978-3181
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Southwest Regional Sales Mgr.	*SunWorld,* Laguna Niguel, CA	H. Versen	(415)267-1720
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Senior Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWPI	Part-Time Accounting Asst.	*CWPI,* Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)362-5200

Small conference group makes big impression

A small but extraordinarily busy department within IDG Denmark is setting a fast and furious pace to establish IDG as the country's premier IT conference organizer.

Under the direction of **Ole A. Larsen**, who will soon be helped by his first full-time assistant, the IDG Conference Group will be involved in at least one event per month in 1992. The group made its debut in grand fashion back in October 1990 with a conference to accompany the six-day "Office and Automation Show." Larsen single-handedly organized 26 seminars with 100 speakers for the event, which drew 700 participants. Last year, the group produced 13 events with 1,070 participants.

In addition to planning large-scale conferences to accompany IT shows sponsored by non-IDG companies, Larsen also organizes smaller conferences for electronic data processing professionals. Many of these events are sponsored by IDG Denmark publications. For example, in January Larsen organized a one-day conference on Executive Information Systems (EIS) in conjunction with *Computerworld Danmark*.

"There is still a shortage of good user EIS case studies in Denmark, and given that English is so widely spoken here, we invited three speakers from large companies in the U.K.," Larsen said. Six EIS vendors participated in "hands-on" workshops that gave the 77 delegates an opportunity to learn how complex information can be presented to top managers and how the manager can get information from the database directly without any help from an electronic data processing professional.

IDG Denmark

Larsen

As in the EIS event, most of the conferences involve exhibitors in a more formal, structured way compared to a traditional exposition. The exhibitors, who pay a fee to participate, demonstrate their hardware or software as a key part of the conference workshops' curriculum.

In February, the conference group and *CommunicationsWorld* collaborated on a network conference for 52 attendees on incorporating telecommunication facilities as a strategic element in companies' business plans. Desktop publishing was the topic in March, featuring Derek Grey, Aldus Corp.'s European manager (75 attendees, seven workshops), and April's event was open systems for the financial sector (14 Unix-based exhibitors, 16 workshops and 150 attendees).

Larsen said the events not only increase IDG's visibility but also serve as a way of building circulation, since all attendees receive a packet of subscription information for the relevant IDG publication.

The Conference Group often goes beyond its core product line of conferences to handle marketing for seminars sponsored by the Technical Institute of Denmark and other technical training organizations. This year two of the courses were on quality management (ISO 9000 certification) and choosing and supporting a local-area network.

"There's real potential for growth in this department," said IDG Denmark General Manager **Preben Engell**. "Even if we're not making money for a while, it's a great investment. No competitor has the capacity to do this, so IDG is really establishing a market niche. It's very exciting."

Digital NEWS' pages come to life on editorial tour

With the announcement of DEC's Alpha chip just days old, *Digital NEWS'* staff embarked on the fourth annual Editorial Tour March 3-18. The half-day forums drew a select group of executives from more than 100 DEC market companies in six cities across the U.S.

The tour is just one example of *DN*'s commitment to understanding the needs and priorities of its readers and advertisers. Moreover, participants gain valuable off-the-record access through *DN* journalists' presentations and during lively question-and-answer sessions.

During the tour, Editor-in-Chief **Charlie Babcock** updated his *Digital NEWS'* 1992 Top Ten Issues in the DEC market, saying Digital's ability to migrate its customers to Alpha, DEC's next-generation architecture, was paramount in 1992. News Editor **Elizabeth Heichler** and Technical Editor/Features Director **John Cox** also addressed changes and improvements to *Digital NEWS*. In various cities, columnists **Russell Dietz, Joel Snyder, John Gantz** and **Terry Shannon** joined the tour to offer behind-the-scenes accounts of their column-writing efforts.

Digital NEWS

John Gantz and Charlie Babcock take a break during one stop on *Digital NEWS'* Editorial Tour.

This year's highlight was the summary of results of an exclusive *Digital NEWS* Flash Survey on Alpha, which revealed how the architecture will be received in the market, buyers' plans, and the role it will play in the open systems marketplace.

"There appears to be an appetite within the Digital customer base for more open systems," said Babcock. "The results of the survey and the initial response to the Alpha chip are respectable, especially since the study was conducted prior to DEC's major announcement on February 25th."

The audience gave the tour high marks, noting the presentations offered an enormous amount of value by bringing real-life technology and research right into their hands. As one attendee remarked, "it brought the pages of *Digital NEWS* to life."

Noteworthy!

NEW EMPLOYEES

IDC welcomes **Liz McPherson** as production and marketing coordinator. Maintaining prospect databases and managing direct mail campaigns are among her responsibilities. McPherson has an associates degree in office automation from Mass. Bay Community College and finds time for martial arts, aerobics, bicycling and target and trap shooting.

■ ■ ■

Nancy Coy joins *Macworld* as account manager in charge of southern California sales. She has a BS in business from California State/Northridge and enjoys tennis and skiing.

■ ■ ■

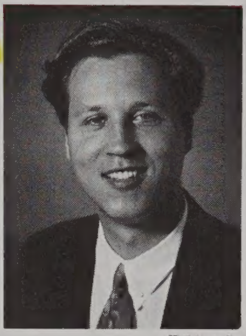
Jay Lampus is a new sales associate in *CIO*'s San Francisco sales office. He has a BS in marketing and advertising and an M.A. in communication psychology, both from Ohio State University.

■ ■ ■

Rick Reynolds, currently contributing editor at *NeXTWORLD*, has joined IDG full-time as director of technology for *Publish* magazine. Among his many activities outside the office, Reynolds serves as president of the Bay Area NeXT Group, on the steering committee of NeXT Organizations International and on the technical advisory board of BMUG. He also recently authored the NeXT computer's first CD-ROM title, "Sex, Lies and CD-ROMs," a compilation of resources for working with NeXT.

■ ■ ■

Lisa Weston joins IMS/West Coast as an advertising sales assistant. She was recently an administrative assistant with Remedy Temporary Services. Weston has a BA in fine art from San Francisco State University and counts skiing, painting, sculpting and graphic design among her interests.


IDG Australia

Jones

Alan Jones is the new editor aboard *Australian Macworld*. He was recently the public relations manager for Wordperfect Pacific. Jones has a BA in applied communication studies with an emphasis on professional writing and media production from the University of Western Sydney. In his spare time, he enjoys basketball, hiking, skiing and playing the guitar.

■ ■ ■

IDG List Services welcomes **Nancy Hannagan**, who's handling the data entry of list rental orders and other customer service responsibilities.

■ ■ ■

Allen Grome is working as an office assistant at IDG headquarters in Boston. He has a degree in psychology from Florida State University and enjoys all sports, from fishing and hunting to rugby and football.

■ ■ ■

Lotus Publishing

Criss

Lotus Publishing Corp. welcomes **Jean Criss** as director of strategic relationships. Criss most recently served as sales program manager for Lotus Development Corp.'s national accounts program. Her new role includes managing LPC's relationships with such groups as Simon & Schuster (for LOTUSBooks) and Learn PC (LOTUSvideos), as well as creating a national accounts program for LPC to maximize IDG programs and services. Criss has a B.A. in business administration from Walsh College in Troy, Mich., and includes jazz dance, sailing and golf among her many interests.

■ ■ ■

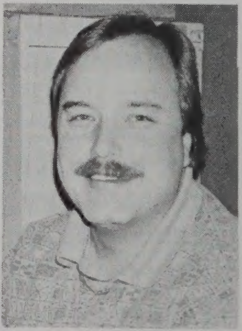
Hilary McKown joins IDC China/Hong Kong, Ltd. as editor for *China Informatics*, a semimonthly newsletter focusing on China's IT market. Prior to joining IDC, she worked in San Francisco as a paralegal for an Asian-American law firm. McKown graduated from Georgetown University with a BS in Chinese and a minor in economics. A member of the Hong Kong Archaeological Society, she goes on digs in her spare time, hoping to make a major archaeological discovery and retire by age 30.

Diane Powers also joins IDC China/Hong Kong, Ltd. as marketing manager. She has conducted various research projects in Asia and is well-versed in these unique markets. Powers obtained a BS degree in administration of justice from Pennsylvania State University. In Hong Kong, she spends time volunteering with local drama clubs, running with the Hash House Harriers and striving to achieve world peace.

AWARDS

Dan Muse, editor-in-chief of *inCider/A+* and *PCGames*, was named "Best Software Reviewer" at the Software Publishers Association Spring Symposium held last month. The award honors the writer who most consistently presents insightful, accurate, fair and thorough representations of software products in reviews published in industry or non-industry publications.

TRANSFERS


World Update

Blom

Erik Blom, previously with TISC as a senior market research analyst, joins IDC as senior analyst, PC graphics. Blom is responsible for market and product analysis for the IDC PC Graphics program. He received a BS in environmental design from the University of Massachusetts/Amherst and spent a year in in the UMass regional planning master's program. Outside the office, Blom enjoys hiking, skiing,dabbling in home computing, and spending time with his daughter.

Chairman's

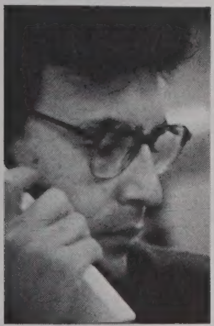
This week, Chairman's Star Award recipients hail from San Francisco, Calif. and Madrid, Spain.

CAROL PERSON
Macworld
Senior Editor/Reviews

Carol Person has been cited as a Chairman's Star Award recipient for her efforts in devising a rating system for ranking the software products reviewed in *Macworld* magazine. The new rating system, which assigns from one to five stars to the product, "will make a huge difference in the success of the publication and provide a tremendous boost for reader satisfaction," according to IDG Chairman Pat McGovern.

Person was also cited for her perserverance when confronted with the large amount of extra work necessary to develop the rating system as well as her work in redesigning *Macworld.*

Francisco (Paco) **Sanchez**
Comunicaciones World
Editor



Paco Sanchez has been recognized as a Chairman's Star for his impressive efforts in obtaining the first ISDN Spanish Public Price List. Due to his expediency in handling the list, it appeared in *Computerworld* before either competitors or the ISDN Service Company had a chance to run the list.

Both are congratulated for their impressive work and contributions to IDG.

Ten Years Celebrated

World Update

Pat McGovern and Pam Valentinas outside the Ritz

Pam Valentinas, *Network World*'s eastern district manager for recruitment advertising since February 1991, began her IDG career as an advertising traffic coordinator at *Computerworld.* She moved to *On Communications,* the monthly predecessor to *Network World,* in 1984 as ad operations manager and continued in that role as *Network World* was launched in 1986.

Valentinas has a B.S. in economics from Boston State College and did graduate work in the field at Northeastern University. She also earned her Massachusetts Real Estate Brokers license in 1974.

Outside the office, Valentinas is a member of the League of Women Voters in Newton, Mass., and enjoys gardening, tennis and "is learning to love opera and hit a golf ball."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Marcia Blumenthal - *CIO*

TWELVE YEARS
Ernst Seyfert - IDG Germany

ELEVEN YEARS
Barbara Hill - *Network World*

NINE YEARS
David Grober - *Digital NEWS*
Penny Rigby - *Publish*

EIGHT YEARS
Karen Wallace - *Network World*
Yanick Robain - IDG France
Maureen Mottonen - IDC Canada

SIX YEARS
Merv Langby - IDC Australia
David Bromley - IDG Intn'l News Group
Nelson Manthorpe - IDC U.K.

FIVE YEARS
Serge Monmerque - IDG France

FOUR YEARS
Richard Pastore - *CIO*
Patricia Debiase - IDG
Lotte Davidsen - IDG Denmark

THREE YEARS
Chris Barton - IDG New Zealand
Kari Mette Kolbjornsen - IDG Norway
Aake Boman - IDG Sweden

TWO YEARS
Catherine Huchting - Integrated Media, Inc.
Rebecca Alter - IDG
Myriam Contreras - IDG Argentina
Tim Warner - *Macworld*

ONE YEAR
Isao Numajiri - IDG Japan
Les Callan - IDC Australia
Jill Spooner - IDG New Zealand
Leslie Piper - *PC World*
Florence Scovenna - IDG
Elena Wong - *Asia Computerworld*
Brunello Bossi - IDG Italy
Per-Otto Lekare - IDG Sweden
Leif Malmberg - IDG Sweden
Herman Sundgren - IDG Sweden

Off line

Timo Poropudas

- **PROFESSION**: Managing Editor, *Tietoviikko*
- **HOME**: Vantaa, just outside the Helsinki city limit
- **JOINED OY TALENTUM**: January 1988
- **BEST PART OF YOUR JOB**: Finding creative solutions to news and layout problems
- **LATEST ACCOMPLISHMENT**: I helped design *Tietoviikko*'s new bimonthly supplements
- **JOB CHALLENGES**: Learning to coordinate people's jobs
- **FAVORITE AUTHOR**: Detective writer K.C. Constantine
- **FAVORITE FOOD**: Szechuan-style prawns
- **NO. 1 ON YOUR TRAVEL AGENDA**: Australia
- **SOMETHING YOU CAN'T DO, BUT WISH YOU COULD?** Sing or play an instrument
- **SOMETHING YOU DO, BUT WISH YOU DIDN'T**: Eat too often between meals
- **PERSON YOU'D MOST LIKE TO MEET?** Boris Yeltsin
- **FAVORITE MUSIC**: That composed by the great Mozart
- **OUTSIDE INTERESTS**: Cross-country skiing and marathon running

Oy Talentum Ab

MANAGER'S PROFILE: "Timo is a humorous workaholic who wants to guarantee the quality of other writers' texts with his favorite phrase: 'Cut it in half and rewrite the rest into a good story.'"

IDG *World Update*

EDITOR & PUBLISHER
David F. Hill

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Managers go to press with *NW* production team
- PAGE 2

IDC and IDG to co-produce Asia/Pacific Forum
- PAGE 5

"Off-site" explores life outside the office
- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 16
APRIL 20, 1992

Managers discuss economic recovery Down Under

New Zealand's Martin Taylor and Japan's David Ushijima share a laugh during a coffee break.

IDG managers attending the recent Asia Pacific managers meeting in Sydney, Australia were generally in agreement that the long and deep recession that has affected many of their countries may be coming to an end. Managers representing nine Asia/Pacific countries attended the meetings.

One area of lingering economic concern is Japan. Recent sharp drops in the Tokyo stock market have the potential to slow the economic recovery throughout the Asia/Pacific region.

The managers were welcomed to Sydney by Australian Managing Director **Don Kennedy**. The morning session included an update on IDG's global progress by Chairman **Pat McGovern**, a discussion of show and exposition activity and presentations about the IDG News Service, licensing activities, newsletter opportunities and Email system changes by International News Group President **David Hill**.

***China Computerworld*'s Tang Baoxing, (L) and Zhao Chunywan.**

photos by World Update

The morning also featured the usual managers' roundtable review of activities and economic conditions in each country of the region [See story page 4].

CREATIVE USES OF RESEARCH

After lunch, IDG Communications Research President **Kathy Dinneen** conducted an afternoon-long session on research and marketing. Dinneen devoted the majority of her time to showing the many creative ways that IDG U.S. publications are using research done by her group and others to market their publications.

Managers hailed the presentation as extremely useful. Most are very familiar with the various types of research and particularly appreciated the ideas they got on how U.S. publications are using research to market themselves.

"This stuff gives you a lot of ideas about how you can use what research you are already doing in better ways," said Kennedy. "It really makes you think, which is really good."

A-Z with the *Network World* production team

Networld World's production staff gave some of their colleagues an inside look at their area of expertise during a two-day in-house seminar last month.

"Since a lot of work from *Network World*'s other departments filters through ours, I thought it would be good for non-production people to understand how we work," said Production Director **Ann Finn**. "Everyone was really receptive to what we had to say."

On the first full day, Finn and Senior Production Coordinator **Cheryl Rothman**, Imaging Manager **Anne Rosenkranz** and Production Assistant **Terri Mitchell** each talked about a particular aspect of their responsibilities such as image production, camera operations, layout and inserts. For the following half-day session, several representatives from *Network World*'s printer, Graftek Press in Woodstock, Ill., came to Framingham to explain the printing process in more detail and show a video of how their operation works.

Many of the questions during the seminar focused on paper, the process of binding and mailing inserts, and what impact inserts have on the production schedule. "[The seminar] was really eye-opening," said Executive Editor **John Dix.** "We were able to get a feel for the constraints they [the production staff and printer] work under and why they want certain things from us at certain times." The group also discussed why ads sometimes affect production and ways the process could be improved.

Finn said the audience of managers served as a test group. Buoyed by highly favorable reviews, she hopes to repeat the seminar for other *Network World* staff.

Network World

Left to right: Anne Rosenkranz, Terri Mitchell, Cheryl Rothman and Ann Finn

IDG Italy reflects on a successful year

IDG Italy recently took stock of its numerous achievements in the one year since General Manager **Brunello Bossi** assumed the top spot.

The Italian IT publishing marketing is very competitive, with at least 76 titles falling under the jurisdiction of the Italian organization, C.S.S.T., which oversees the technical press. Included are a variety of weekly and monthly magazines from Italian publishers covering all market niches as well as numerous international publishers such as IDG, VNU and Ziff-Davis that operate either directly or through joint ventures.

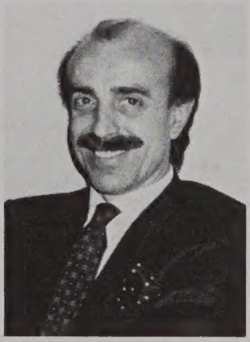
"In order to reach the usual IDG targets of excellence and leadership for our magazines, we tried, first of all, to improve the image of IDG in Italy" and institute new business strategies on a variety of levels, Bossi said. The office's accomplishments during the past year have included:

- Improving the editorial quality of *Computerworld Italia* and *PC World Italia* and creating new sections and vertical issues.

- Launching two new magazines, *Macworld Italia* and *Networking Italia*, with virtually no financial investments. The editorial staff of *Networking Italia* comes from *Computerworld*, and excluding the editor-in-chief, the *Macworld* staff comes from *PC World*.

- Scheduling regular presentations to customers, advertising agencies and a select group of readers regarding IDG Italy's activities. Early this year the IDG office was the site of three presentations, and others took place at trade fairs this month in Milan and Bologna. IDG Italy will also be part of the first MACWORLD Expo in Milan next month.

- Establishing joint activities with IDC. IDG subscribers receive a special offer to attend IDC seminars, and IDC analysts and IDG's editorial staff work together to create articles for the publications. The two offices also promote each other's products, and staff members speak at seminars and other events hosted by IDC or IDG. The European IT Forum in Venice this fall will be jointly organized and sponsored by the two offices.



Bossi

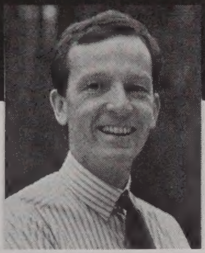
World Update

- Promoting conferences and seminars with the participation of major IT companies.

Despite aggressive competition, the Italian economy's recession and difficulties in the IT market, IDG Italy has seen a steady stream of positive results. From October 1991 to February 1992, advertising pages climbed by 36.8% against a total market increase of only 3.1%. Total revenues went up by 42.9%, while company losses went down by 65.4%. During the same period, although IDG's rivals launched a flurry of new magazines, overall market share increased from 14.6% to 19.4%.

On line

ASK GARY



From time to time, "On-line" features guest columnists. Gary Beach, president and publisher of CW Publishing, takes a turn this week.

Q As President and Publisher of CW Publishing, can you describe your job responsibilities?

A I'm intimately familiar with every airport in the United States. All parking attendants at Logan know me by name. Seriously, I see my job as being the orchestra leader with my main responsibility being making sure all the members of the orchestra are playing from the same sheet music.

Q With so many new projects under way, can you pick three and tell us what the latest news is?

A 1) We're excited about the soon-to-be-released CD-ROM project which we have partnered with Paul Earl's Emerging Technology Applications group. The CD will contain three years' worth of *Computerworld* editorial including text and graphics. Monthly updates will also be provided, and for those subscribers without a CD drive, we will provide an 800 number so they can access the information via a 486 server.

2) We're also excited about the progress we've made in sponsoring user custom applications awards contests in significant platform areas such as Windows.

3) And, we're particularly excited about all the progress the CW Database Division is making in developing the country's leading buyers database.

Q *Computerworld's* 25th anniversary is coming up this year. What events do you have planned for this momentous occasion?

A For *Computerworld*'s 25th anniversary, we are producing a special supplement honoring the 25 most influential people in the computer industry. In addition, at PC Expo on June 22 in New York City, we will be sponsoring the "Great Debate" at Alice Tulley Hall/Lincoln Center. Although the teams have not been finalized yet, *InfoWorld* Editor-in-Chief Stuart Alsop and industry consultant Esther Dyson will be the team coaches. Noted press and political expert Marvin Kalb will moderate the debate on whether or not the U.S. needs a high-technology policy.

Q I understand *Computerworld* is involved in a redesign and has plans to include a new product reviews section. Can you explain what's behind the new design, and what can you tell us about the new way you'll be offering product reviews?

A We're all excited about the redesign project. The goal of the redesign simply is to make *Computerworld* an even easier publication to read. The new product reviews section will run our already established buyer score cards twice a month instead of once a month, and we'll be reviewing newly introduced technology with real user feedback by interviewing users and printing user point of views instead of lab point of views. We believe this will provide readers with qualitative and insightful information on new technology.

Q How is *Computerworld* faring against the competition in this tough economic climate?

A We are doing very well against our external competition. We closed our first quarter with the best numbers in the history of *CW* and we have successfully broadened our advertising base. While I always have my eye on the competition, what I ask myself most often is, "how can I challenge 225 employees to challenge themselves?"

Q Some of the U.S. product lines have teamed up with IDG Books Worldwide. Does *Computerworld* have any plans to do the same?

A Yes. IDG Books President John Kilcullen and I have formed a task force to identify areas of opportunity for *Computerworld*'s name to be on books.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions for upcoming guest or feature columnists, listed below, to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern	☐ Walter Boyd	☐ Bill Murphy
☐ Don Kennedy IDG Australia	☐ Francois Chaussonniere IDG France	☐ Kirk Campbell IDC U.S.

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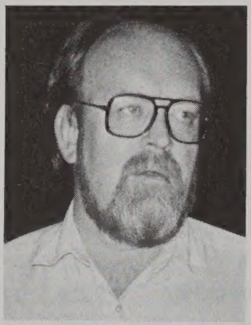
Asia/Pacific roundtable promotes idea sharing

As usual, one of the highlights of the recent Asia/Pacific Managers Meeting held in Sydney, Australia, was the session where each manager gave a brief overview of his market, country and IDG operation. Here is a summary of their reports:

AUSTRALIA

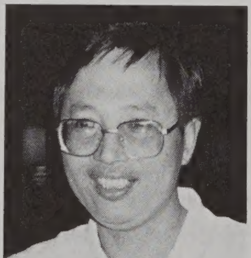


Kennedy

The Australian economy is beginning to show the first faint signs of recovery from a prolonged recession. The display advertising market nationwide has shrunk 10%-15% for all types of publications. Major cost-cutting measures were required at IDG Australia, but tight control of expenses is paying off. In 1992 the company expects to show its first profit in five years. In the tight market, IDG Australia is concentrating on revenue share rather than page share. *Reseller*, produced by the staff of *Computerworld*, is doing very well. Marketing of IDG books through house ads in the publications is providing a supplementary revenue stream. Other new projects include efforts to promote reprint sales through an outside firm and plans to do contract telemarketing using IDG lists.

— Don Kennedy, managing director

CHINA

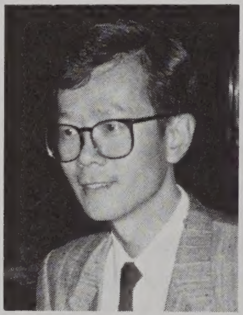


Baoxing

In 1991 *China Computerworld* enjoyed a 42.6% profit margin. The first quarter of 1992 shows a 53% increase in revenues. Last May *China Computerworld* grew to 96 pages, the maximum allowed under its government permit. Because of the 96-page limit and a limit of 75% advertising, advertisers often have to be turned away and wait in line for space. The staff expects to get approval soon to increase the paper to 128 pages per week. The growth will require a special government permit which is expected to be granted, because unlike other Chinese publications *China Computerworld* is self-funding and receives no government support. *Computerworld* and *PC World* together command 75% of the market and are increasing their market share. Paper is the largest expense item in China, taking 30% of the budget.

— Tang Baoxing,
deputy general manager

HONG KONG/SINGAPORE/ MALAYSIA



Chan

First quarter revenues were up 24%, and revenues for the first half of Fiscal 1992 increased 18%. As a cost-cutting measure, printing for the Singapore and Malaysian editions will be moved to Malaysia. The move should produce 20% savings on printing costs. The move is awaiting only the Malaysian printing permit. In the first quarter *Computerworld Hong Kong* enjoyed a 53% market share and had very positive results in an editorial survey. Planning is now under way for an October launch of *PC World* in Hong Kong, Singapore and Malaysia. They will be entirely different editions for the three locations.

—S.W. Chan, general manager

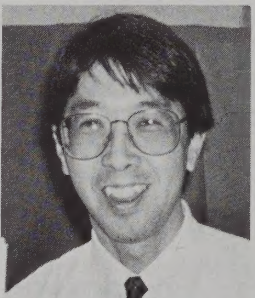
JAPAN

Povec

Revenues for IDG Japan are slightly off plan for the first half of the fiscal year, but the team expects to make up some of the shortfall in the second half. The fiscal year in Japan begins April 1, and spending by IT vendors is expected to increase. The huge declines in the Japanese stock market are causing concern that the Japanese recession may deepen. *Computerworld*'s market share has increased to 15.1%. A recent reader survey shows improvement in all categories while chief competitor Nikkei has declined. Shows are a big part of IDG Japan's activity; its recent MACWORLD Expo was highly successful. PC Windows World and SunWorld exhibitions are planned for this summer.

— Jim Povec, president

MACWORLD JAPAN

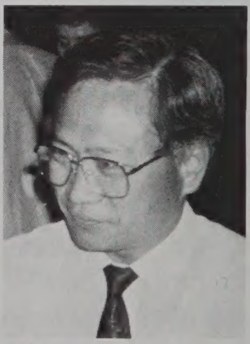


Ushijima

Macworld circulation is up to 22,000 per month. The publication is 50% ahead of plan in 1992. Continued good results are expected despite the Japanese recession. Sales of Macintosh computers are up 35% in Japan this year, and the Macintosh has increased its market share from 5% to 8%. Ad pages in *Macworld* have increased 50% over last year. Initially the publication contained 70% translated material from the U.S., but reader surveys indicated a desire for more local content. Now 70% of *Macworld Japan* is produced locally.

— David Ushijima, president

KOREA



Gimm

With the addition of *Macworld* this year Korea now has three publications. *Hi-Tech Information/ Computerworld* is solidly profitable, while *PC World* and *Macworld* remain in the development phase.

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

APRIL/MAY 1992

High marks overall on the '92 IDG employee survey

The 1992 Employee Survey results are in! On April 1, unit results were shipped to business unit presidents and their human resources directors.

The survey process has been streamlined over the past two years. What used to take three or four months now takes about six weeks with results back to the business unit prior to the budgeting cycle. In response to employee comments last year, the survey itself is one-third shorter. The results are now presented in graphic format for easier readability as requested by business unit managers.

About 70% of IDG's employee population responded to this year's survey. High response rates are very important because IDG uses this information to gauge how well programs and practices in compensation, benefits and training are meeting employee needs and to assess how well the individual business units are being managed.

Improvements in benefits can be tied directly to input received in the employee survey. Recent examples include the Short Term Disability Plan enhancements and the introduction of a Family Leave Policy. Employee survey feedback was a driving force behind the development of training programs on both the East and West coasts.

AND THE SURVEY SAYS

This year's survey comprised 60 questions categorized in the following areas: compensation, benefits, supervision, business unit management, training and career development, communications, job satisfaction and business unit image. Scores in every category—except supervision, which remained relatively stable—improved from 1991 to 1992. The most significant increases were in the categories of compensation, business unit management and training and career development.

Overall IDG 1992 results show a mean satisfaction rating of 6.8 on a scale of 1-9. The highest scoring categories were job satisfaction with an 85.5% positive score and business unit image with a positive rating of 82.4%. Positive ratings for supervision were at 73.7% and benefits were equally positive at 73.5%.

The compensation category typically results in the lowest positive scores in employee surveys. Employee survey firms say that a positive score of over 40% for compensation questions is quite good; IDG's overall positive score in the compensation category tallied 52.4%—higher than the industry average. IDG results show that the compensation category had the highest number of uncertain scores at 25.8%, which

- SEE BACK PAGE

Overall results

Percentage of positive scores for each category in th 1992 Employee Survey for all IDG units combined:

	1992	1991
Job satisfaction	85.5	84.1
Business unit image	82.4	81.9
Supervision	73.7	74.3
Benefits	73.5	71.7
Communications	68.7	67.9
Business unit management	65.8	62.2
Training/career development	62.5	59.6
Compensation	52.4	47.7

Ask HR ? ? ?

Q Is there any thought being given to a loan provision for the 401 (k) plan?

A Until recently there was not a great deal of demand for this feature because few employees had significant account balances. IDG employees collectively now have account balances that total more than $4.5 million, a significant amount of money for a two-year-old plan. Employees, individually and collectively in the IDG Employee Survey, are now asking for a loan feature. We have been working with Fidelity to explore this possibility and have put together a preliminary implementation schedule. We hope to offer a loan provision under the IDG 401 (k) Plan by 1/1/93.

Q How do ESOP payments get initiated if I retire or if I leave prior to retirement?

A When employees leave IDG, for retirement or any other reason, the Payroll & Benefits Department is notified. Every month, the department sends a termination list to the ESOP recordkeepers, Southmayd Associates. They in turn mail the appropriate "exit" paperwork to the retirees and terminated employees. This paperwork explains the various pay-out options and tax requirements. Ex-employees must select among the various options and return the paperwork to Southmayd to initiate payout. Assuming that the paperwork is returned expeditiously, the entire process takes between six and eight weeks.

Fax your "Ask HR" questions, anonymously if you prefer, to (508) 935-4600.

IDG employees show how "teams work"!

By Susan Perry, Director of Human Resources, Human Resources Services Division

What is a team and what are the critical characteristics that make for an effective team? Anyone who has ever been part of a group effort can attest to the challenges inherent in focusing diverse personalities and skills to achieve a shared goal. Likewise, most would agree that the combined efforts of the team produced an outcome far superior to what each member could have achieved separately.

In preparing this article, I took the team approach by interviewing individuals from several IDG divisions. Their comments revealed common threads. Each person's experience, woven with the others', creates a tapestry illustrating the key ingredients for a successful team:

SET GOALS

Each member of the team should know the team's overall goals as well as what they are supposed to contribute individually. According to WEC's **Robin Andreola**, show manager for ComNet, one of the contributing factors to the continuing success of ComNet is that goals are established well in advance for each of the 20 participating WEC staff members. "Team meetings start six months before the show, and we discuss every dimension of the show and who has responsibility for each part," Andreola said.

LEVERAGE TALENT

A team needs to exploit its full array of individual strengths and complement of skills to get the job done. **Martha Stephens**, vice president of Human Resources, says her team consists of "people who have strengths in a variety of different areas that complement each other." A group that knows and effectively assembles the strengths that each member brings is worth working for.

Network World Senior Editor **Wayne Eckerson** noted that "people are very eager to work with other people on a story rather than trying to go it alone and get the glory themselves. We know we'll get a better story as a result." He describes his group as "specialists who turn to each other to get help when we are outside of our own area of specialization." Mobilizing and leveraging the group's resources will produce a greater success that can be shared by all in the end.

CREATE A TEAM ATMOSPHERE

Individuals who bring a sense of organization and help support other team members are key to establishing a productive team environment. **Marion Kibbee**, IDG's vice president of corporate services, describes the essential ingredient to the success of her team as the fact that everyone is "well organized and very much helping one another out. They get encouragement from each other and at the end of the day, regardless of what they did that day, they feel that they all work for one organization and it is the team that makes it go."

EMPHASIZE STAFF RELATIONS

The ability to get along with each other contributes to the team focusing on the shared goals, assists in the open flow of communication, and makes teamwork fun. **Donna Kirkey**, reprints/graphic designer for *Network World*, describes her team as "really close friends. We share knowledge, solicit and consult with each other to share ideas and options, and in the end we produce the best product."

PROVIDE ENCOURAGEMENT

Steadily providing positive recognition and support reinforces the team's goals and helps keep spirits high. Martha Stephens views her role as "helping my staff be successful." She accomplishes this by always being available, ensuring they have everything they need and eliminating obstacles. "Encouraging people and boosting their confidence sometimes helps people take risks and to stretch a little bit," she said.

John Gallant, *Network World*'s vice president of editorial, believes in letting his staff know he appreciates their efforts. "Recognizing people, telling them that I know they are on track and have shown originality and insight—that's important to people, and it's what I like to do."

To be a part of a well-orchestrated team is exciting, fun, challenging and inspiring! This article reflects the collective wisdom, experience and talents of my IDG colleagues who were kind enough to share their thoughts.

Survey

- FROM FRONT

is understandable given the confidential nature of salary information.

Department managers are asked to meet with their groups in April to share the results of the survey and to discuss general ideas for improvement. Action plans should be submitted by each department manager to **Pat McGovern** by May 1, 1992.

This year the Employee Survey process will be enhanced to "close the loop" with an interim follow-up step. In mid-October, employees will be surveyed again to assess how well the commitments made in May have been met. This follow-up step will be customized for each department and business unit and will help to ensure that progress is being made.

IDG is committed to listening to its employees and improving as an organization. The annual employee survey is an important vehicle by which you can communicate your thoughts, concerns and ideas. The success of each business unit manager is based on three criticial factors: the employee survey results, customer satisfaction surveys and financial results. Employee satisfaction, as measured by the employee survey, is a critical component of the equation for business success.

Reminder

If your children are graduating from school and are no longer full-time students, they are no longer eligible to be covered under your insurance as dependents. Your children can continue group medical and dental coverage beyond their eligibility termination date by opting for COBRA. COBRA legislation allows the dependent to pay insurance premiums for up to a maximum of 36 months. Please contact Holly Howard at (508) 935-4386 for more information.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK April 20, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

RESEARCH ANALYST, PRODUCT SUPPORT SOLUTIONS (IDC)

Responsible for researching and writing about key issues and trends in product support including developing reports about the key players in this market, the needs and requirements of resellers and end users, and the major trends affecting this market. Will also provide excellent client support to subscribers of this program as well as support for marketing and sales. A background including experience in service marketing or market research/planning preferred. Excellent written and oral communication skills, research skills and client service skills are required.

NATIONAL SALES DIRECTOR/ASSOCIATE PUBLISHER (CBP)

Candidate will be responsible for developing strategies, planning and implementing all advertising sales activities for *Computer Buying World* magazine. Also responsible for achieving overall advertising sales revenue objectives and meeting sales expense budget targets. Requires 5 to 10 years successful ad sales, marketing, and management experience. Specific background in the direct channel marketplace highly desired.

ASSOCIATE EDITOR (GPI)

Candidate will write and edit articles and reviews on video game products and review products through testing. Will also interface with industry contacts and attend trade shows. Two years writing and editing experience required; knowledge of electronic game industry a plus.

ACCOUNT MANAGER (GPI)

Successful candidate will possess two years magazine ad space sales experience as well as excellent communication skills. Must be a diligent, creative, self-motivated team player. Video game market knowledge desired but not necessary.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

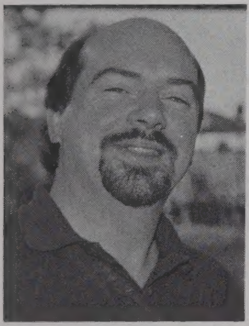
Revised: April 20, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* Rochelle Park, NJ	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Rsrch. Anal.-Prod. Support Solutns	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator - Program Services	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CBP	National Sales Dir./Assoc. Publisher	*CBP,* Wakefield, MA	E. Ouellette	(508)935-4605
CBP	Editorial Intern	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	S. Wong	(415)978-3181
PCW	Director of Business Development	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Southwest Regional Sales Mgr.	*SunWorld,* Laguna Niguel, CA	H. Versen	(415)267-1720
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Senior Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWPI	Full-Time Accounting Asst.	*CWPI,* Framingham, MA	M. Sullivan	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Associate Editor	*Gamepro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Account Manager	*Gamepro,* Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)363-5200

Computerworld has a 20% market share, confronting three monthlies, one biweekly and one daily competitor. *PC World* has 10 competitors and enjoys a 15% market share. *Macworld* was launched in February and has a 50% market share. The company as a whole has a target of $2 million in business this year.

— Y.S. Gimm, president

NEW ZEALAND

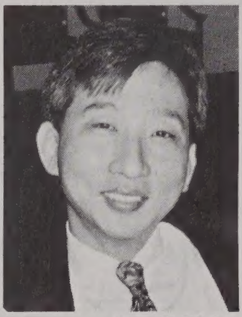


Taylor

The country is showing the first signs that it may begin to emerge from the recession despite no growth in the IT markets. First half revenues at IDG New Zealand increased 29%, and profits increased 136%. *Computerworld* still accounts for two-thirds of all revenues, and *PC World* 15%. Expos are a growing source of revenue for the company. IDG publications collectively own about half of the market in New Zealand. The company launched the world's first Computerworld Expo which was very successful and increased *Computerworld*'s market share. IDG New Zealand does many projects in conjunction with IDC and is planning new shows and newsletters.

— Martin Taylor, general manager

TAIWAN



Yen

photos by World Update

New management in Taiwan has recruited a new and more professional sales force to attack the market more aggressively. In the first quarter of the year revenues were off, but aggressive cost control left IDG Taiwan 31% ahead of plan. Overall, the company is expecting a 44% bottom line improvement over 1991. *Computerworld Taiwan* has been redesigned, and advertising cover wraps are providing a valuable new source of revenue. The newest venture is a fax-back information system to serve customers with more customized information.

— Harry Yen, chairman/president

IDC and IDG combine strength in Pacific Rim

The combined strength of IDG and IDC is about to flex its muscles in the Asia/Pacific region.

Australian Managing Director Don Kennedy announced at the Asia/Pacific Managers Meeting an ambitious new IT event for the region. Kennedy and IDC Australia General Manager Len Rust plan to organize an Asia/Pacific IT forum similar to the European event in Venice. The event will bring together the most influential IT leaders from the entire Asia/Pacific region.

"We want this to be a regional event produced jointly by IDG and IDC and showcasing the strength of our company throughout the region," Kennedy explained. "We will be calling on all the IDG and IDC offices in this region to work on the project."

Chairman Pat McGovern has approved the project and expressed particular pleasure that it has evolved from local business units who see a customer need. The forum is tentatively scheduled for next May or June in Sydney.

"We believe that some day there will be an organization in the Asia/Pacific region analogous to the European Community," said Kennedy. "We want IDG to be setting the IT agenda for that community."

For further information about the forum, please contact Don Kennedy.

Calendar 1 2 3

- **APRIL 23-24**
  (CORRECTED DATE/LOCATION)
  IDG Conferences, Seminars Function Meeting
  Kennebunkport, Maine

- **APRIL 24-30**
  IDC Briefing Sessions
  Spain, Denmark, Sweden, Switzerland, Finland and the U.K.

- **APRIL 27-29**
  IDG Production Function Meeting
  Portsmouth, N.H.

- **MAY 3-5**
  IDG Marketing and Research Function Meeting
  Brewster, Mass.

- **MAY 5-7**
  IDC Briefing Sessions
  France, Germany, Netherlands and Italy

- **MAY 14-16**
  European Managers Meeting
  Paris, France

- **JUNE 3**
  Open Systems Conference
  IDC Germany
  Frankfurt, Germany

- **JUNE 8-11**
  LotusWorld
  Hynes Convention Center
  Boston, Mass.

- **JUNE 12-13**
  Latin/South American Managers Meeting
  Buenos Aires, Argentina

- **JUNE 16-18**
  System Integration Conference
  IDC Italy
  Milan, Italy

Noteworthy !

PROMOTIONS

Michael McGoldrick was named advertising director for *AmigaWorld* and *RUN* magazines earlier this month. He began working for *AmigaWorld* in 1988 as Midwest advertising representative. "Throughout his tenure, Mike has demonstrated a willingness to assume responsibilities of an increasingly challenging nature, an aggressive pursuit of sales prospects, as well as strategic thinking and marketing savvy," said Dale Strang, president and publisher of TechMedia Publishing.

NEW EMPLOYEES

IDG Australia has appointed **Yvonne Glover** as the new manager of World Expo Corp./Australia. Most recently, Glover was events management director for the Sydney-based Frontline Marketing Services with primary responsibility for managing conferences and exhibitions for Microsoft Australia. Earlier, she worked for International Software Ltd. in London, where she managed events for Lotus Development Corp., Symantec and other leading software companies.

■ ■ ■

ISG welcomes **Nancy Vesper** as director of the Federal Data Service. Previously she was manager of federal systems integration for IBM. Vesper holds a B.S. in mathematics from George Washington University and enjoys raising and riding horses.

■ ■ ■

At *NeXTWORLD*, **Steve Fricke** is handling a dual role as marketing director and eastern regional sales manager. Most recently, he was marketing manager for *MacUser*. Fricke has a marketing degree from Rutgers University and, when he can find the time, enjoys playing tennis and restoring old cars, including his pride and joy, an old Mercedes sedan.

■ ■ ■

Amy Carroll is working as the assistant to President Dan Orum at Macworld CD Ventures. She has a B.A. in English from the University of Maryland and is an Ultimate Frisbee enthusiast.

■ ■ ■

Vivek Nigudkar has been hired as a development specialist at *InfoWorld*. He did undergraduate work in mechanical engineering in Bombay, India and has an MS in information systems from the University of Texas. Nigudkar enjoys sports and movies in his free time.

AWARDS

MACWORLD Expo/Australia has been awarded the grand prize as the best event of any of the 640 events held at the Darling Harbour Conference Center in 1991.

ADDRESS CHANGES

World Expo Corp./Japan and IDC Singapore have new addresses. IDG New Zealand has new fax and phone numbers.

IDG World Expo/Japan
Ichibancho First Bldg. 3F
15-1 Ichibancho
Chiyoda-ku
Tokyo 102 Japan

IDC Singapore
585 North Bridge Road
#13-05 Bianco Ct.
Singapore 0718
Tel: 65 293 7665
Fax: 65 293 6360

IDG New Zealand
Tel: 64 9 377 9902
Fax: 64 9 377 4604

Off-site :

Ginenthal Macworld

When the proverbial five o'clock whistle blows, IDG employees the world over take leave of their professional life and partake in assorted hobbies, community efforts and athletic pursuits.

IDG World Update ran a house ad on March 23 calling for employees to describe their own activities or those of a colleague. This week, *World Update* profiles *Macworld*'s Director of Human Resources **Shelly Ginenthal.**

Shelly Ginenthal volunteers on the board of directors for a non-profit organization, Replenish. The program, started in January of this year, was the brainchild of a former *Macworld* employee, Danny Linden. The organization aims to combat the emotional and physical burn-out that care givers often experience in treating AIDS victims.

Ginenthal noted that she has been involved with the program from its inception. "Danny literally used me as a sounding board since the reason for starting the program was near and dear to both of us."

Ginenthal participated in the first two weekend retreats where health care professionals, volunteers, family members and friends attended workshops on stress management, coping, relaxing and sharing grief.

Two more retreats are planned for the spring and fall depending on how much money the corporation can raise. A $10,000 gift from the Grateful Dead paid the initial bills.

IDG World Update *is looking to profile employees with interesting out-of-the-office activities or hobbies in this new column. Call (617) 423-9030 or fax (617) 423-0712 us with suggestions.*

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in April. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Scott Mace - *InfoWorld*

EIGHT YEARS
Lisa Guisbond - CW Publishing
Kazumi Eguchi - IDG Japan
Valerie Sanclemente - IDG Paper Services
Robert Wallace - *Network World*
Elisabeth Franconeri - IDG France
Ed Acly - TIS Corp.
Bob Callery - TIS Corp.

SEVEN YEARS
David Ushijima - *Macworld Japan*
Robert Kanes - *PC World*
Rachel Parker - *InfoWorld*
Lafe Low - *InfoWorld*

SIX YEARS
Junichi Sasaki - *Macworld Japan*
Kazuhiko Kajihara - IDG Japan
Gina Salaices - *Macworld*
Karyl Scott - *InfoWorld*
Larry Craven - CW Publishing
Norma Tamburrino - CW Publishing

FIVE YEARS
Mike Hogan - *PC World*
Nancy Sterling Grant - *InfoWorld*
Mark Leary - TIS

FOUR YEARS
Debora LaPerriere - CW Publishing
Bob Ainsworth - IDG
Gabriele Arioli - IDG Italy
Mindy Christie - *InfoWorld*
Elizabeth Eva - *InfoWorld*
Carol So - IDG Books

THREE YEARS
Tim Warner - *Macworld*
Erik Müller - IDG Denmark
Gisela Wilson - IDC
Andre Kvitka - *InfoWorld*
Carla Matthews - *InfoWorld*

TWO YEARS
Linda Nelson - CW Publishing
Rachael Price - IDG New Zealand
Greg Mason - *PC World*
Frédéric Lorenzini - IDG France
Chris Tallerüs - IDG Norway
Christina Keller Corbett - *InfoWorld*
Kyla Carlson - *InfoWorld*
Rebecca Freed - *InfoWorld*
Joanna Parker - *InfoWorld*
Pat Lyons - *InfoWorld*

ONE YEAR
John Howard - CW Publishing
Kevin Ellis - *InfoWorld*
Mayumi Oyamada - *Macworld Japan*
Chizuru Kaneko - *Macworld Japan*
Yasuyo Ishizuka - *Macworld Japan*
Pat Gabelmann - *CIO*
Norma Draper - ISG
Bea Schröder-Knight - IDG Germany
Betsy Burroughs - *Computerworld*
John Arriola - *InfoWorld*
Suruchi Mohan - *InfoWorld*
Janna Custer - IDG Books

Bayon-Pinksy celebrates 10th anniversary

E RITZ-CARLTON

World Update

Pat McGovern and Joan Bayon-Pinksy dined at the Ritz.

In March 1982 Joan Bayon-Pinsky began her IDG career at IDC's Data File, the forerunner of ITI, now known as the CW Database Division.

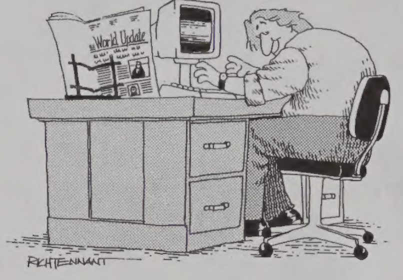
Now, 10 years later, Pinsky has made her way through the ranks holding such titles as classified sales support at CW Publishing, and in 1985 she doubled as sales assistant and secretary for *MicroMarket World*. She moved over to *Network World* in 1986 and was promoted to account manager for classified advertising. In 1988 she assumed her present position, director of product classified advertising, and is credited for starting the response card deck as well as designing and implementing the ActionCenter—a special ad section with a formatted size that runs on yellow stock paper in each *Network World* issue.

Pinsky graduated with a BA in elementary education and art from the University of Massachusetts. She attended the U Mass. and Framingham State College graduate programs in education and art. Later, she studied graphic arts and production at Northeastern University in Boston and at the Danforth Museum.

Pinsky has four children and three grandchildren and notes that publishing tends to run in the family, since her son works at *Computerworld* and her daughter at Ziff-Davis.

Off line

Win Your Own

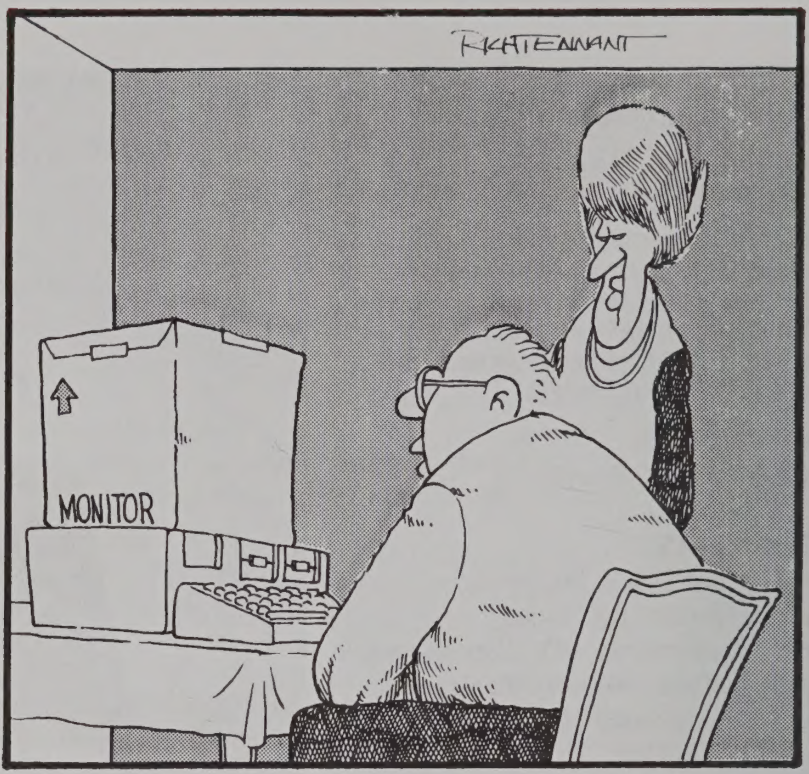


Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 12. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box D. Butler.

Have fun!



IDG World Update

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CONTRIBUTING EDITOR
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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

IDG Books distinguishes itself from competitors
- PAGE 2

International business thrives through partnerships
- PAGE 3

Meet the staff in San Mateo and Indianapolis
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 17 APRIL 27, 1992

Company Profile

Founded: April 1990
Location: San Mateo, Calif.
Employees: 22
Titles published to date: 22
Titles in development: 35
Bestsellers to date: 8

Special Issue: IDG Books Worldwide

The mission of IDG Books is to produce high quality books that offer computer know-how, to target books to a diverse computer book audience worldwide, and to provide books in a timely manner. To achieve this goal, IDG Books relies on expert authors, a meticulous editorial and development staff and innovative design and production people. This week, IDG World Update *profiles the people behind the scenes and looks at the products and strategies that drive the company's success.*

IDG Books celebrates two years of growth

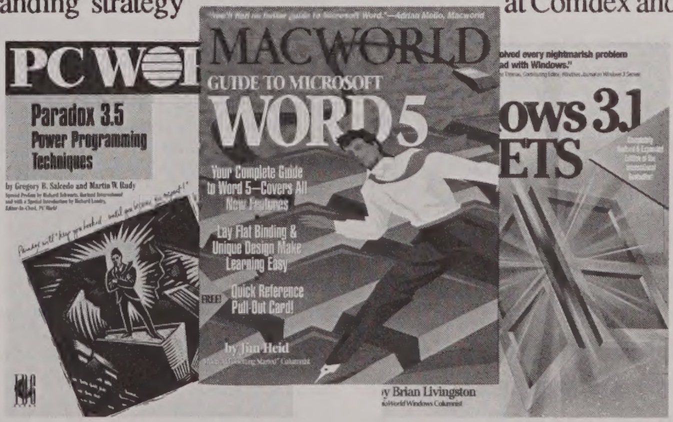
IDG Books Worldwide marked its second anniversary last week with a gala reception for employees and other business associates to celebrate the company's many achievements during its brief history.

IDG Books set a furious pace when it burst upon the book publishing scene. By the end of 1990 the company had three bestselling titles, and that number has since tripled. *DOS for Dummies* and *Windows 3.1 Secrets* are currently ranked number one and two on the Computer Bestsellers list in the U.S., and numerous foreign editions are being snapped up by consumers worldwide.

Like other book publishing houses, IDG Books works with a variety of outside authors. Many of them are well-known, highly regarded columnists or contributing writers for other IDG publications.

During the course of the books' development, the authors work closely with IDG Books editors. As "project managers" or "book developers," these editors help outline and keep the author focused on the title's editorial theme, positioning, and audience.

One of IDG Books' goals has been to establish synergy between its books and IDG publications that cover the respective application or technology. Various IDG Books bear the endorsements of *InfoWorld*, *PC World*, *AmigaWorld* and others. Recently, this branding strategy produced a new cover design for *Macworld Guide to Microsoft Word 5*. The full bleed artwork and magazine masthead with flush left copy gave the cover a magazine look and feel, thus further leveraging the *Macworld* name.


PC WORLD
Paradox 3.5
Power Programming Techniques
by Gregory B. Salcedo and Martin W. Rudy
MACWORLD
GUIDE TO MICROSOFT
WORD 5
Your Complete Guide to Word 5—Covers All New Features
Lay Flat Binding & Unique Design Make Learning Easy
FREE! Quick Reference Pull-Out Card!
by Jim Heid
ows 3.1
ETS
by Brian Livingston

Aggressive, targeted advertising has been a key element in IDG Books' success, and IDG newspapers and magazines have proved to be important partners. In exchange for free ad space, IDG Books shares a percentage of revenues for books sold through ads in the *DOS Resource Guide*, *InfoCanada*, *Computer Buying World* and others. IDG books has also teamed up with sister publications to sponsor well-attended book signings at *InfoWorld* and *PC World* booths at Comdex and MACWORLD Expo.

The company's strong publicity efforts have yielded extensive coverage in such publications as the *Chicago Tribune*, *US News and World Report*, *Publishers Weekly*, as well as favorable reviews from such rivals as *MacUser* and *PC Magazine*. IDG Books also has the distinction of having more reviews in the *New York Times* than any other computer book publisher.

IDG puts its own stamp on book publishing

IDG Books President **John Kilcullen** *talked to* IDG World Update *about his company's typical publishing cycle.*

Kilcullen IDG Books

To put what we do in perspective, I'll first describe a popular misconception of the book development process. First, the author submits a proposal that the publisher accepts, and both parties agree on the financial terms of the contract. Next, the author writes the book in three or four months and sends it to the editor when the author considers the book completed. Third, the editor performs light copy editing, and there might be some exchanges between the author and editor before the approved manuscript goes to final layout. Fourth, the final film is sent to the printer and the book is bound three weeks later. Some publishers produce books this way and survive. IDG Books has a radically different approach.

RESEARCH

Since the goal of every book we produce is to return a reasonable investment on our working capital, we've become very careful about the books and authors we select. Our editorial, sales and marketing departments first conduct a lot of informal research with computer/software vendors, sister IDG companies, our resellers, end users and others. They determine which computer-related products will be popular, what are users' primary needs or frustrations while using these products and which similar books are selling and why.

We devote so much time to research because we have two sets of customers: bookstores and book consumers. The products or book ideas that relatively uninformed book buyers may think are hot may not match what consumers need or what they are willing to pay for. We have many debates between sales and editorial about which book topics are viable, whether we can secure shelf space and, ultimately, if people will buy the books consistently over time. All our books are fully returnable, so we must have a quality product or we'll get killed with returns that have not sold through. Unlike magazines, our goal is to achieve a sell-through of 75%-85% of all books we distribute. A successful magazine would be ecstatic with 35%-40% sell-throughs. We can't.

DEVELOPMENT

Consequently, we reject nine out of 10 book proposals we receive. Our brilliant editorial team reviews each proposal to match our hit list of best-selling book ideas. Authors must be reliable, be willing to deliver what we believe the market needs, deliver on our deadline (not theirs) and have a realistic set of expectations on what they will get out of the books. After all, we take most of the financial risk, not the author. Unlike most publishers, our editorial team spends more time early on with the author to develop a winning approach tied to the type of user the book is targeted to reach. If we execute correctly at this stage, we avoid many of the problems that will haunt us after the book is published.

NEGOTIATION

Next, Acquisitions Editor **Terrie Solomon** negotiates terms and executes a 19-page contract for each book she signs. We work with vendors to make sure we receive the beta software so we have their full cooperation and confidential information. The project editors will have already worked out a chapter-by-chapter delivery schedule with the authors and maintain regular contact. Later, they will hire independent specialists familiar with the software for copy and technical editing. Many book publishers do not "tech edit" their books. They rely on the author to deliver a quality manuscript and then are surprised when the book doesn't sell. IDG's editorial team is the best in the business, bar none. We are tough but fair with our authors, and we share the same goal: to produce a book that hits the market running and will sell for a long time.

SALES

Simultaneously, sales is pre-selling this book six months in advance of publication to secure stocking, determine the price point and brainstorm point-of-sales promotions. Eighty percent of our books in print have exceeded the original sales projections set for the lifetime sale of the book. At the same time, we are aggressively selling the foreign rights to each book, and that revenue helps recoup the up-front investment in the title.

PRODUCTION

The manuscript may take three to five months, sometimes longer, to get through editorial's scrutiny. Then, both editorial and production work together to create an innovative interior design, which is another distinctive trait for IDG Books. We spend much more time with the presentation of the information inside the covers than any other book publisher. Production Director **Lana Olson**'s group creates the galleys of the manuscript, outside proofreaders review it and the manuscript may receive yet another round of editing to incorporate final corrections. Finally, the book is laid out by our outside production house and sent to the printer. The time from signed contract to bound book ranges tremendously; the *Macworld Music and Sound Bible* has been in development for 24 months. We like to say "there will be no wine before its time."

OPERATIONS

Another of our busy departments is operations, which handles all single copy fulfillment (based in San Mateo), warehouse operations (based in LaVerge, Tenn.), customer service, sales and accounting administration. This group is tireless and strives to turn around all single copy orders in 48 hours. They keep a tight rein on inventory and are as important as any other group in the process of keeping our customers happy.

In summary, IDG Books' approach to creating winning titles is heavy on product development and attentive response to the feedback we receive from the market.

Overseas licensing ticket to global expansion

Although only at the second anniversary mark, IDG Books Worldwide has already experienced significant growth in its international presence. In Europe, Asia and the Americas, titles published by IDG Books are being translated in over a dozen languages. Many of these translation book publishers are working closely with IDG magazine publishers overseas, developing cooperative promotional strategies for both the books and periodicals.

For example, Berkeley Brazil Editora recently published a Portuguese edition of IDG Books' best-seller, *The Official XTree MS-DOS and Hard Disk Companion* (second edition). Readers will find a subscription offer for the various magazines published by IDG's Computerworld do Brazil. CW, has, in turn, run ads for Berkeley's *Guia Official Do XTree* in *PC Mundo*. Berkeley has committed to translating and publishing another 12 IDG titles.

CAPABLE HANDS

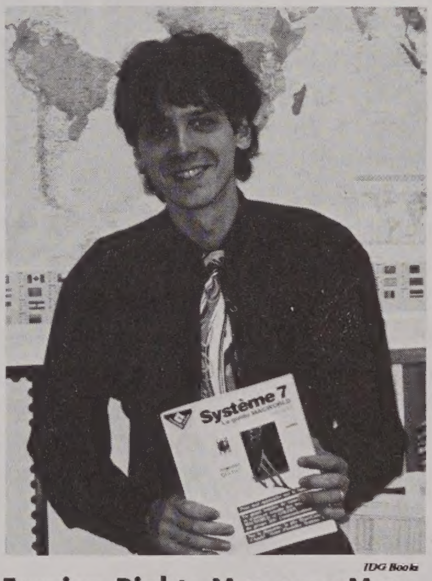
In seeking foreign publishers for IDG titles, the chief goal is to obtain the most capable publishing partner. So far IDG Books has licensed three titles to Edition Sybex, the French affiliate of an American publisher that directly competes with IDG Books in the U.S. Editions Sybex recently published the French translation of *Macworld Guide to System 7*, complete with the IDG Books and *Golden* logos on its cover. Sybex's readers find a *Golden* subscription offer as soon as they crack open *Le Guide*'s front cover, as well as a full-page color ad for the book in the pages of their favorite Mac magazine.

In similar fashion, *PC World Italia* readers recently received a special brochure offering a 20% discount on McGraw-Hill Italia translations of three IDG Books titles. Likewise, an Italian computer bookworm who picks up *Windows 3.1 Per Il Professionista, Programmare in Paradox 3.5* or *Guida A System 7* will find a subscription offer for IDG Italia publications.

Visitors to Germany's recent CeBIT trade show got a first look at publishing partner TE-WI Verlag's *PC World DOS 5 Complete Handbook.* The German edition carries the *PC Woche* masthead and includes a subscription offer to the magazine.

These are just a few examples of how IDG Books' foreign activities are building not only the business and consumer awareness level of IDG Books, but of various IDG enterprises throughout the world.

The sales of translation rights is only one part of IDG Books export business—sales of the original English language editions also provide a valuable revenue stream and marketing opportunity.



IDG Books

Foreign Rights Manager Marc Milculich displays the French edition of *Macworld Guide to System 7.*

England, Canada and Australia are the largest potential markets. In each territory, IDG Books works with a local distribution partner to sell to book and computer stores. To date, *Windows 3.0 Secrets* and the *Official XTree MS-DOS Companion* have had a particularly long run atop the bestseller lists in the UK and Australia. *DOS For Dummies* has also been well received, particularly in Australia where the irreverent title seems to have struck the famous Australian sense of humor.

In all three markets IDG Books has been greatly assisted by the local IDG publishing groups. By promoting IDG Books, the local IDG publishers can build their own magazines as a source for one-stop IT information shopping. IDG Australia and Laurentian Technomedia in Canada have run direct response ads in their magazines in exchange for a commission. Similarly, *Macworld UK* has used several of IDG Books' top-rated *Macworld Guides* and *Handbooks* as circulation premiums. These promotions provide both a new channel for the distributor, and help expose IDG Books to a highly qualified audience and create pull at bookstores.

Expanding beyond the "Big Three" English speaking countries is essential to IDG Books' marketing plan. IDG Books has just completed distribution agreements with the leading distributors in Japan, Hong Kong, Singapore and Taiwan. As part of the agreements, IDG Books will be prominently displayed in the upcoming Hong Kong and Tokyo Book Fairs later this year. Similarly, IDG Books is completing distribution contracts to effectively service the European and Middle Eastern marketplace.

Eastern Europe is perhaps the most hungry for computer books. There, local IDG publishing affiliates have led the way, helping IDG Books navigate the potentially treacherous shoals of market conditions, import restrictions and currency issues.

Because English is still the *lingua franca* of the computer world, English language editions have a cachet in the international markets similar to U.S. rock groups and blue jeans. They are perceived as more authentic, even in markets with indigenous computer book publishers. Borland, Lotus and Microsoft dominate most of the popular business applications, and U.S.-based authors have better access to them than their international counterparts; especially for advanced subjects such as those covered in *IDG's Secrets* and *Power Programming* series.

Finally, IDG Books has undoubtedly benefitted from the international reputation of *PC World*, *Macworld* and *InfoWorld* as sources of expert advice on IT as well as the understanding and access to local market provided by IDG's international publishing affiliates worldwide.

This article was filed by Director of Marketing and International Sales Brandon Nordin and Foreign Rights Manager Marc Mikulich.

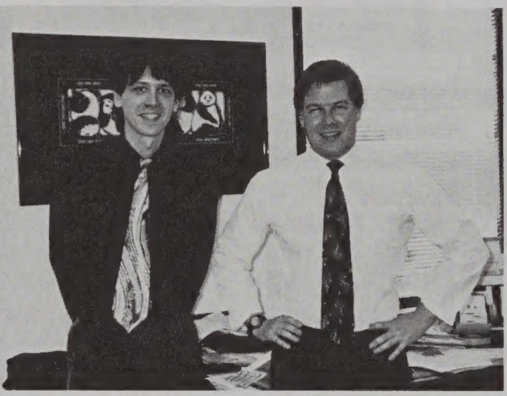
Spotlight

Talented team drives IDG Books to continued success

In September 1990, just nine months after IDG's new book division was announced, the eight-person staff had already published nine books. Since then, they've continued their vigorous pace and drive for excellence, increased the size of the staff and expanded their operation into Indianapolis, Ind., home to a large pool of technical publishing professionals.

President **John Kilcullen**'s role includes championing the company's mission and values among employees, authors, licensees and strategic partners, and recruiting computer book experts. Before joining IDG Books in 1990, Kilcullen was sales director of Bantam Electronic Publishing. He has been in technical publishing since 1981, and enjoys music, especially jazz, and basketball.

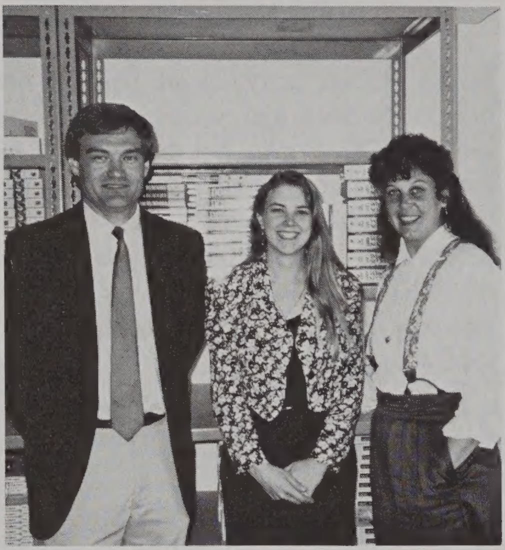
Director of Marketing and International Sales **Brandon Nordin** is responsible for coordinating the efforts for IDG Books' international distribution partners worldwide as well as running the marketing program for IDG Books in the U.S and abroad. He notes that because he is already doing two jobs for the price of one, he has no time for hobbies and—since his wife is also an IDG Books employee—no outside interests.



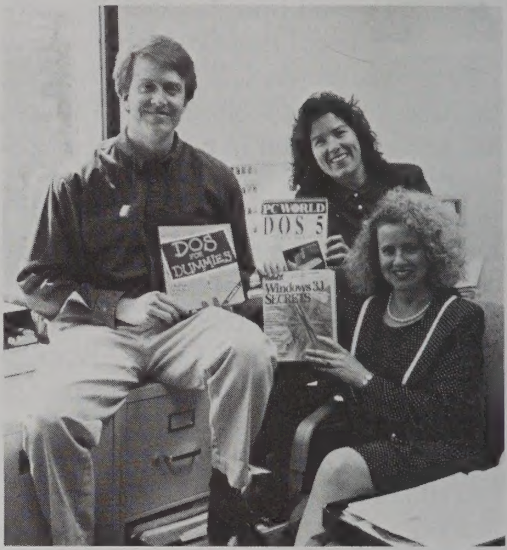
Marc Milkulich (L) and Brandon Nordin

As Director of U.S. Sales, **Milissa Koloski**'s responsibilities include calling on large bookstore chains and wholesalers, managing the commission representatives who call on independent bookstores and working with marketing to create sell-through promotions for stores.

Senior editor **Janna Custer** manages book projects. She works with authors on adhering to the specifications of a particular book line as well as to the IDG Books style guide. Custer also manages freelance copy editors and technical reviewers, and notes that books on operating systems are her specialty. In her rare free time, Custer enjoys playing golf and going to loud San Francisco clubs.



Mike Kelly (L), Kris Trathen and Debby Nordin



Jeremy Judson (L), Megg Bonar and Janna Custer

Associate Book Editor **Jeremy Judson** manages book projects for Amiga, Apple, and IBM applications. In his spare time, Judson enjoys playing tennis, reading, and of course, computer hacking.

Editorial Assistant **Megg Bonar** keeps track of manuscript due dates and author payments. She also answers reader questions, edits copy and archives manuscripts as books go to production. Outside the office, Bonar is an avid skier and mountain biker.

Finance and Operations Director **Carol So** oversees all the financial responsibilities of the company, including budgeting and P&Ls. In the operations arena, she manages all of the warehousing, fulfillment and collections aspects of the company's retail and direct-to-customer sales channels. In addition to her responsibilities at IDG Books, So is also the director of finance at *InfoWorld*.

Production Director **Lana Olson** lists her major responsibilities as purchasing paper, printing and production services, negotiating contracts with vendors, managing the production process, and tracking schedules and costs for each book. She also is a member of the managerial team. Olson relocated from Minnesota nine years ago and has been in production management for seven years. A licensed real estate broker, she also enjoys skiing, tennis and studying philosophy.

Foreign Rights Manager **Marc Mikulich** lists his chief responsibility as the licensing of translation rights, but notes he is also increasingly pursuing English reprint, book club and serialization rights licenses.

Operations Manager **Michael Kelley** is responsible for customer service, operations, direct mail and inventory control. His outside interests include running, basketball, and collecting old magazines and newspapers.

Direct Mail Operations Specialist **Debby Nordin** manages the direct mail order center and also oversees customer service. Nordin's spare time is spent trying to control her garden and enjoying her new home state of California.

IDG Books' Customer Service Representative **Kris Trathen** handles customer

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK April 27, 1992

*The **Job Opportunities Listing** will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.*

TEST CENTER DIRECTOR (PCW)

The Test Center Director will direct the operations of a test center that will develop and run tests for computers, peripherals, and software in such a way as to meet the information needs of the readership of *PC World*. Extensive technical knowledge of the issues involved in testing the performance of computers, peripherals, and software; the ability to manage a workgroup to deadline; the willingness and social skill to maintain close and collegial liaison with editors.

RECEPTIONIST (PCW/CS)

Provide reception to five magazines: direct calls, greet guests, process incoming and outgoing faxes and courier packages. Reception experience and computer skills desired.

ASSISTANT TO THE PUBLISHER (IMI)

To perform administrative and clerical tasks as determined by the Publisher of Publish. To insure the smooth functioning of the Office of the Publisher. To facilitate and expedite both the incoming and outgoing communications of this office. To represent the Publisher as situations dictate. Must be Mac literate and know word processing and spreadsheet program. Highly organized and detailed oriented with excellent written and verbal communication skills required.

SALES ASSISTANT(S) (CWPI)

ComputerWorld's Burlingame Sales office is seeking two (2) sales assistants who will be responsible for providing all facets of sales support and customer service. Duties include typing, dictaphone transcription, processing insertion orders and assisting with development of visual sales presentations. Must have strong communication, organizational and prioritization skills. Candidates must be both PC and MAC literate. Working knowledge of word processing, desktop publishing, database maintenance and spreadsheets a plus.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: April 27, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
IDG	Computer Operator	Framingham, MA	B. Corry	(508)935-4416
NWW	National Sales Dir./Assoc. Pub.	Framingham, MA	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	S. Perry	(508)935-4407
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Rsrch. Anal.-Prod. Support Solutns	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator - Program Services	Framingham, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Framingham, MA	B. Corry	(508)935-4416
CBP	National Sales Dir./Assoc. Publisher	*CBP,* Wakefield, MA	E. Ouellette	(508)935-4605
CBP	Editorial Intern	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld,* Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld,* San Francisco, CA	J. Epstein	(415)267-1772
PCW	Test Center Director	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Manager	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld,* Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	S. Wong	(415)978-3181
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist	*PCWorld* Cent. Svcs., San Fran., CA	P. Murphy	(415)978-3365
IMI	Assistant to the Publisher	*Publish,* San Francisco, CA	C. Meade	(415)978-3292
IMI	Reporter	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Sales Assistant (2)	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Senior Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWPI	Full-Time Accounting Asst.	*CWPI,* Framingham, MA	J. St. Martin	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Associate Editor	*Gamepro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Account Manager	*Gamepro,* Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Director	*Gamepro,* Redwood City, CA	J. Rouseau	(415)363-5200

Debbie Brown (L), Mike Wallace and Carol So (seated)

Dana Sadoff (L), Lana Olson (seated) and Shirley Coe

Milissa Koloski (L), Polly Adams Papsadore and Jennifer Ramirez

orders and provides customers with information regarding the various titles published by IDG Books. In her spare time, Trathen works out regularly and volunteers for the Easter Seals Foundation and Humane Society.

Marketing Manager **Polly Adams Papsadore** handles product packaging (cover design), advertising, collateral development, public relations, direct mail and special events management. She enjoys running, mountain biking, tennis, skiing, music and reading in her free time.

Quintana

Sales Representative **Michelle Quintana**'s responsibilities include sales to computer, electronic and bookstore accounts throughout California and Arizona. Quintana is also a member of the Bay Area's Police Reserve.

Office Coordinator **Debbie Brown** reports directly to Carol So, director of finance and operations. Recently married and relocated from Louisiana, Brown enjoys spending time with her husband, playing softball, making crafts and exploring the Bay Area.

Michael Wallace's chief responsibilities as staff accountant include profit/loss analysis and account receivables for key customers. For the next six months he will be implementing and maintaining a company-wide accounting information system. Wallace claims to have no spare time, "but if I did, I'm sure I would like to play softball and tennis, take in a few baseball games and listen to or watch anything that has been dubbed 'classic,' he said.

Production Assistant **Dana Sadoff**'s duties include preparing text for page layout, proofreading and applying for Library of Congress numbers and copyrights for all books. She also likes to spend time camping, hiking, bike riding and skiing.

Jennifer Ramirez, sales assistant, is responsible for sales support, order processing, customer service and special marketing projects. Her outside interests include reading, aerobics and singing.

Production Editor **Shirley Coe** works as a liaison between the company's editorial staff and the design team at the production house. Coe lays out the edited author manuscripts, troubleshoots software hangups, monitors schedules and designs marketing pages. Coe is an avid reader of science fiction, especially that written by women.

INDIANAPOLIS-BASED STAFF

David Solomon, named publishing director in February, provides general management of all aspects of editorial planning, acquisition strategy, development and interior design of books. He has held product development positions at Que Corp. and New Riders Publishing and has written or co-authored more than a dozen computer books. In his spare time he collects antique cars.

Solomon, Solomon and their latest collaboration

Solomon's wife, Acquisitions Editor **Terrie Solomon**, reviews proposals, negotiates contracts and cultivates relationships with the authors and vendors. Before joining IDG Books, she spent eight years at Que Corp. Solomon enjoys spending time with her family, refinishing furniture and collecting antique clothing.

Senior Project Editor **Mary Bednarek**'s duties include book development and coordinating freelance and technical editors. In her spare time, she enjoys reading mystery novels, attending her four children's extracurricular events and walking with her husband and dog.

Bednarek

Blackthorn

photos by IDG Books

Project Editor **Sandy Blackthorn** joined IDG Books in January. Her duties currently include the same as her colleague Mary Bednarek. Blackthorn gained publishing experience during four years at Que Corp. as senior editor. While not working on books, Blackthorn enjoys traveling, playing the piano and spending time with her husband and two-year-old son.

“Beta status” gives authors an edge

One of the goals of IDG Books is to have books published as close as possible to the time the corresponding software product or upgrade comes to market.

Because the writing and publishing cycles take place well in advance of the product release, it is essential for IDG Books and its authors to be part of the vendor's beta test program. Authors use the evolving software while they are writing and, at the same time, offer the vendor valuable feedback on the software's performance.

Responsibility for obtaining “beta status” rests with Publishing Director **David Solomon**, Director of Marketing **Brandon Nardin** and Acquisitions Editor **Terrie Solomon**.

Not surprisingly, security for product development is of the utmost importance and vendors limit entry to the beta test program to only the most qualified applicants. Publishers are judged on factors including their reputation, professional integrity, past sales success and the quality of authors they bring to the program.

According to Terrie Solomon, IDG Books enjoys an excellent relationship with vendors by virtue of its history of honoring the beta requirements of the vendor community and its tie to the IDG family. “Our relationship with the magazines is a huge plus. You couldn't put a dollar value on it,” she said.

Decisions, decisions, decisions

IDG World Update asked IDG Books President John Kilcullen a few questions related to the distinctive nature of the book publishing business.

WU: What's the average size of a first printing, and how do you determine that figure?

JK: Our median print run is 10,000 copies. It is fair to say that revised editions of proven, best-selling titles will have higher first printings, some as high as 50,000 copies.

There are a variety of factors that determine the initial print run including forecasted reseller demand over a four to six month period, results of our market research combined with intuition on how well the software, upon which the book is based, is selling or is predicted to sell in the market (including pass along or “bootleg” sales), timing of the book (are we the first book out on a new software release?) and the relative uniqueness of our approach and added-value content (software, etc.) relative to competing titles. Many times being the first out on a new software release will capture a significant amount of the early demand for information and so you have to be in-stock when the book is “running,” that is, published to correspond to a software release.

Ideally, we strive to maintain a just-in-time inventory system. However, you never want to be out-of-stock when a book is selling in best-selling quantities, but it does happen. In the U.S., membership clubs such as Price Club that sell all books at 35% off the suggested retail price can sell thousand of copies of an IDG title in five days, ask a reorder for 30,000 copies and request that this reorder arrive in one week (which has happened to us more than once). This drives Mike Kelley and Lana Olson nuts but we are smiling as we get frantic because we know we have another IDG best-seller on our hands.

WU: How do you establish a book's price?

JK: Price is based on a careful analysis of costs and a reading of what the market will bear based on the perceived unique value of the book in the minds of our target customers. Our price points have to be positioned correctly vis-a-vis competing titles since many computer books look alike in terms of coverage and approach.

IDG Book's major competitors

Microsoft Press, Redmond, Wash. Annual revenues $20 million for fiscal year ending June, 1991; titles published in 1992: 44; founded 1985.

M&T Books, San Mateo, Calif. Annual revenue $4 million; titles published in 1992: 40; founded 1987; approximately 15 employees.

Osborne/McGraw-Hill, Berkeley, Calif. Approximate annual revenues $25 million (includes Tab Books); founded 1981; 1992 new title output of 170.

Prentice-Hall Computer Publishing (Que, Sams, Hayden, New Riders Press, Brady), Carmel, Ind. Annual revenues $70 million for 1991; Que founded in 1981 (recently sold by Maxwell Macmillan to Paramount Communications/Simon & Schuster for $157.5 million); 300 employees; annual new titles: 250; world leader in trade computer book publishing.

Sybex, Alameda, Calif. Annual revenues $26 million in 1991; titles published in 1992: 100; oldest remaining independently owned computer book publisher; founded in 1976; No. 2 computer book publisher with book subsidiaries in France, Germany and Holland.

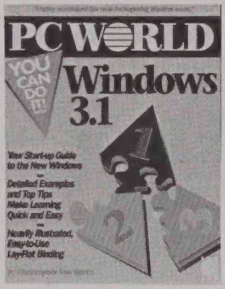
Z-D Press, Emeryville, Calif. Estimated revenues $6 million in 1991; approximately 40 employees; founded June, 1990; Titles published since launch: 24.

Source: Communications Trends Report, 1991-92 Computer Book Publishers Report

Series approach guides readers to deeper knowledge

IDG Books offers a wide range of titles, many of them endorsed by various IDG magazines. The following are brief descriptions of some of the book series on the market.

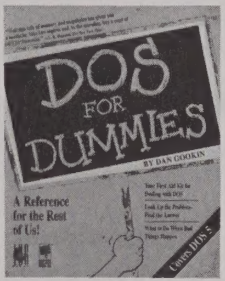
"YOU CAN DO IT" SERIES



These books are task-oriented and show the reader how to be productive with a software package. *You Can Do It* books, as the name implies, concentrate on enabling the reader to accomplish the work and minimizing the learning curve. They are great for beginning to intermediate level computer users requiring a high "need-to-know," but little time for reading.

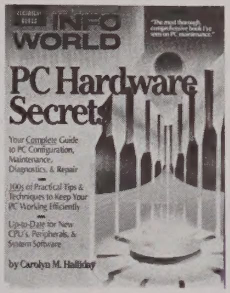
The series includes *PC World You Can Do It With DOS* and *PC World You Can Do It With Windows.* Both are being published in May.

"DUMMIES" SERIES



These books are designed for computer users who know that they aren't computer illiterate, but who feel at a disadvantage when faced with the vocabulary and background of personal computers. The theory that when readers are more at ease, they will comprehend and retain more, is part of the strategy behind this brand series. IDG Books makes the *Dummies* editions humorous and, therefore, comfortable reading. More *Dummies* books will be available this summer in response to the extremely successful *DOS for Dummies.*

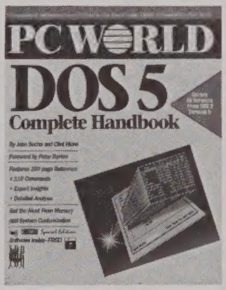
"INFOWORLD SECRETS" SERIES



The *InfoWorld Secrets* series provides expert authors a forum to treat a topic as the author sees fit. The subject, organization and content are intended to give intermediate and advanced users the benefit of a one-on-one session with an expert.

InfoWorld Secrets books explore insider tips and techniques, undocumented features and configuration and testing recommendations. Each *InfoWorld Secrets* book comes with its author's pick software selection on diskette, thus doubling the value of the book to the reader.

"PC WORLD HANDBOOKS" SERIES



PC World Handbooks are perfect for readers who need a complete tutorial on features as well as references to a software package. *Handbooks* take readers step-by-step through exercises, concepts, tips, techniques and troubleshooting solutions.

PC World Handbooks are designed for readers who rely on one book to provide the vast majority of answers to software questions.

IDG employees are entitled to a 30% discount on all titles ordered direct from IDG Books. For more information, call (415) 312-0650 or fax (415) 358-1260.

Love letters from loyal readers sweeten the mailbag

IDG Books includes Reader Response Cards in each of their titles to survey where books were purchased, acquire addresses for future mailings, and solicit reader feedback. The best-selling *DOS for Dummies* has generated the most response cards by far, and comments from enthusiastic consumers include:

"P.S. Include a picture of the author next time so all of us female nerds can drool. (Yes, I'm married and have five kids, so I'm not after him.")

"First PC-related book I've been able to read cover to cover. Informative and entertaining."

"I'm glad that someone out there knows that not all of us are geniuses."

"Thanks for making sense! If I had understood the DOS manual, I would not have needed it."

"I don't get along with my computer...I love every page of this book. I've been looking for a computer book like this for six years."

"A book about a tough subject that makes learning seem easy—plus it makes me laugh out loud."

Do-er's profile

Polly Adams Papsadore

- **PROFESSION**: Marketing Manager, IDG Books Worldwide
- **HOME**: Burlingame, Calif.
- **JOINED IDG**: May 1991
- **BEST PART OF YOUR JOB:** The great variety of work: project management, working with designers, copywriting, jumping through hoops—I am never, ever bored.
- **LATEST ACCOMPLISHMENT**: Successfully launching *Windows 3.1 Secrets* under an extremely tight deadline
- **FAVORITE VACATION DESTINATION:** Skiing in the Colorado Rockies. I love the combination of intense exercise and the incredible beauty of the Rockies.
- **LAST BOOK READ**: *A Prayer for Owen Meany* by John Irving
- **CELEBRITY YOU'D LIKE TO MEET:** U2 band members
- **HISTORICAL FIGURE YOU'D LIKE TO MEET:** Karl Marx. I'd like to discuss whether his views of socialism and communism have changed in light of recent events in Eastern Europe.
- **FAVORITE FOOD**: Bananas
- **WORDS TO LIVE BY:** Make time to smell the flowers.
- **IF YOU WERE INDEPENDENTLY WEALTHY**: I'd set up a philanthropic agency and grant funds to key environmental groups, struggling artists and worthy social causes.
- **IF YOU COULD WORK IN ANOTHER PROFESSION TOMORROW:** I'd like to be a part-time volunteer pet therapist and bring pets into hospitals and nursing homes to cheer up patients, and I'd also be a health club owner/manager so I could work out and get paid for it!
- **MANAGERS PROFILE:** Polly is like the eye of a hurricane here at IDG Books. Unflappable amidst the frenzy of rapid product development and marketing deadlines, her keen insight, quiet dedication and innate organizational ability have made her a key participant in IDG Books' current success.

World Update

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Computerworld's Windows contest draws rave reviews

- PAGE 2

First show is a triumph for Norway's expo division

- PAGE 2

***CW Japan* gives issue to a decade of service**

- PAGE 5

IDG World Update

VOLUME 22, NUMBER 18

MAY 4, 1992

Electronic News rolls out new design

For the folks at 488 Madison Ave., the first days of April passed at a frenzied pace. Located directly across from New York's St. Patrick's Cathedral, the staff at *Electronic News* worked around the clock—some for 48 hours—to roll out an issue that boasted a new design and an editorial overhaul.

Despite numerous challenges, including staff changes, a new computer system and a change of address, a dedicated group of *EN* employees worked tirelessly to get the revamped issue out the door as planned and on time.

"I have great respect and admiration for the team. It was wonderful to see that type of spirit and dedication," noted President and CEO **Joel Novak**.

According to Editor-in-Chief **Rich Bambrick**, the changes implemented consist mostly of new features and a flexible format that will help the inclusion of last-minute, late-breaking news.

Unlike the old format, whose fixed sections often left editors scrambling to fill space, the new design features flexible sections whose length may vary from week to week.

- SEE PAGE 4

Before...

Electronic News

The Business Newspaper For Industry Management

Tight Density Prods Users to Press Agile Vision Gear

SURFACE MOUNT

ITC Bans 5 Firms for TI Tech Use

See House Clash Over RBOC Bills

USTR Warns EC On Telecom Policy

Fujitsu, ICL Set 3 Units

INSIDE

18 Chip Translatorship Paces RISC, CISC MPUs At ISSCC

20 U.S. Okay Paves Way For BTU International Sale To Kokusai

...After

Electronic News

IBM, Western Digital Drive Down to 1.8-Inch

RISC Processors Jump Into DSP Territory

SGS-Thomson, Philips Eye French 8-Inch Front-End Venture

Prototype Line May Convert To Full Production

INSIDE

INTEL TO PUSH CONTROLLER FOR IBM ON XGA STANDARD

***EN*'s updated look includes new banner, type faces and increased emphasis on color throughout.**

IDG Poland re-introduces

Komputer

After a long search for a suitable printer, IDG Poland last month launched its second publication, *Komputer/PC World*.

Under the direction of Editor-in-Chief **Marek Mlynarski** and Vice Editors **Wojciech Jedliczka** and **Krzysztof Matey**, the monthly magazine has a circulation of 40,000. *Komputer* was first published under another owner in 1986 and had a peak print run of 200,000 per month during its brief four-year history. IDG Poland bought the rights to the publication in June 1991 with plans to relaunch it as a *PC World* product covering minicomputers, laptops and PCs.

"When we started advertising *Komputer* in *Computerworld Poland*, we had a great response from former *Komputer* readers, as well as from new ones, who were interested in getting acquainted with the title," Jedliczka said.

IDG Poland published the first issue with a printer outside the country in order to have a higher quality magazine and be competitive in the local computer press market. However, future issues will be produced at a newly opened plant in Poland.

First show for Norway's Expo division makes big impression

IDG Norway's new conference division, IT-Expo AS, got off to a great start last month with Apple Expo '92, which drew 60 exhibitors and 8,103 attendees—3,000 more visitors than expected.

The conference portion of the three-day show, which was held at the Sjõlyst Exhibition Center in Olso, highlighted a different theme each day. On "IT Day," featured speakers included Guerrino de Luca, marketing director of Apple Computer Inc./Europe, **Edward O'Hara**, managing director of IDC Scandinavia and Peter Soñdergaard, program director/personal computing for the Gartner Group. Six afternoon seminars covered such issues as Macintosh integration in IBM network and development tools for the Mac.

To attract people who were not very familiar with Mac technology, the second and third day featured general discussions in the morning about business, leadership and sales, and afternoon sessions on relevant applications on the Mac.

One of the most interesting presentations in the exhibit hall involved a class of schoolchildren who, with the help of their teachers, used Macs to work on their lessons. Exhibitors, too, were very pleased with the attendance figures. As Apple Expo '92 drew to a close, IDG Norway estimated that more than 90% of the exhibitors will sign up for next year's show.

While the staff of IT-Expo is short on numbers, it is long on experience. Managing Director **Hans-Arne Jacobsen** and Marketing Manager **Anders Bjerke** have been in the conference business for four years and have worked for the second largest fair organizer in Norway, INFORAMA Convention Centre. They are very optimistic that IDG will make a significant mark in its new venture. "We have a goal to take over 75% of the total DP exhibition market in Norway by 1994," Jacobsen said.

Jacobsen attributed Apple Expo '92's high attendee figures to a successful marketing mix including television commercials, direct mail, and ads in daily and weekly newspapers, IDG publications, and management publications.

The expo division is planning three other events in 1992: Unix Expo '92 in mid-September (exhibit and conference), and a multimedia seminar. IT-Expo is the sole owner of these events, in keeping with its goal of having a majority ownership in any of the events it produces.

IDG Norway

Apple Expo '92 drew thousands more attendees than expected. IT-Expo Marketing Manager Anders Bjerke (L) and Managing Director Hans-Arne Jacobsen are looking foward to their next event, Unix Expo '92, in September.

Windows contest wows crowds

Computerworld

Judging to select the winners took place at the Windows World Open booth.

Computerworld's specially-designed booth for its custom applications contest, Windows World Open, attracted large crowds during the Windows World show in Chicago early last month.

The contest, cosponsored by _CW_, Microsoft, Windows World Open and _Windows Watcher_ newsletter, showcased many of the Windows pioneers whose work is never seen outside their own companies.

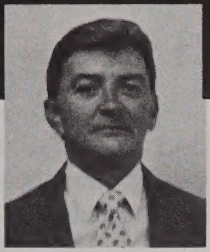
The 21 finalists of the 225 entries demonstrated their solutions in the Window World Open booth to appreciative show attendees. Several guests told _CW_ staff that the booth was the best in the show because nothing was being sold, and they had a chance to talk to their peers about real life applications.

Judges chose seven winners who were announced by Microsoft Chairman Bill Gates. The winners were Otis Elevator, The Prudential, PHH Fantus, Ansett Australia, Chevron Information Technology, Naval Electronic Systems Engineering Activity and Orlando Health Care Group.

_CW_ is planning to sponsor the contest again at next year's show.

On line

ASK WALTER



Q Will any of the ideas that were discussed at the Long Range Planning Meeting last month be implemented soon?

A One of the more interesting ideas that will actually start into operation on May 1 is a central data base for executive talent. This project was highly recommended by a large number of meeting attendees and will be headed up by Martha Stephens at Human Resources. We have signed up an outstanding outside executive recruiter who has been working with us for a number of years on high-level searches—Brenda Fischer. Brenda and Martha will be putting together a data base that will contain a wide-ranging array of information on potential candiates for positions from the senior department manager level up through and including publishers and presidents.

It is also important to remember that many "deals" are struck at these meetings between managers of groups that do not often get together or may not know exactly what other groups are currently doing or planning. This year's meeting was particularly good for this kind of activity.

Q Why do all presidents or publishers come from a sales background and not a financial background?

A We actually have a number of presidents and/or publishers from backgrounds other than sales. In fact, we have several from accounting/finance, editorial, circulation and even production.

Having said that, however, I must admit that the majority of publishers do indeed come from a sales background. This is very typical in publishing as one of the publisher's main duties is to ensure the continuation and growth of advertising revenues. In all but a very few cases, advertising revenues continue to represent anywhere from 70% to 100% of revenues.

I do believe that in the future you will be seeing more presidents coming from other disciplines. As each of the independent operating units increase in size and become "sons of IDG" we will need publishers in place for the various publications within each of these business units but will also need to have one person at the top of each organization who will need a different skill set. And I would imagine that at this point in time we could expect to see many more people from the financial area going after these positions.

But do keep in mind that we have no specific mind-set when it comes to hiring presidents for our operating units. It is always the person with the best mix of skills that will get the job, regardless of the career path that they may have been following.

Q IDG Germany was the first company to decentralize outside of the U.S. Have they derived any of the benefits expected of that decentralization? Will any other countries follow suit?

A Germany has indeed derived many benefits from their decentralization. In fact, the process is still continuing but is almost complete.

Each of the three groups is now free to pursue its own market niche in the way most appropriate to its unique customer base but at the same time can still share vital data base operations covering the entire market for both readership and advertisers. They can now conduct their own independent research, do their own circulation development, and have fuller control over their bottom line. In short, I would say it is an unqualified success.

One other case that is similar, but not the same, is the U.K. As everyone is aware, we have substantially changed our operations in London, and we now have two very distinct remaining publishing groups—Lotus World and Macworld. This is, in effect, a decentralized environment that seems to be working extremely well.

At the moment there are no plans for other groups and/or countries to decentralize but then there are no other countries that represent a company as large as the one we have in Germany.

However, I am sure that in the future there will be additional opportunities for decentralization and we will act on these opportunities as appropriate.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

☐ **Don Kennedy IDG Australia** ☐ **Francois Chaussonniere IDG France**

EN welcomes new publisher, editor-in-chief

Bambrick

For **Rich Bambrick**, newly appointed editor-in-chief, vice president/editorial director, walking through the doors of *Electronic News* may have been a bit like déjà-vu .

For a decade beginning in the mid-'70s, Bambrick was managing editor at *Electronic News* and an influential force in guiding the newspaper's editorial expansion. In the mid-'80s, Bambrick left to found *Automotive Electronic Journal*, where he served as editor and publisher until this year. Bambrick holds a BA in writing from Queens College.

Reiss

Senior Vice President and Publisher **Paul Reiss** joins *Electronic News* from Scholastic Inc. where he was vice president and associate publisher of *Home Office Computers* magazine. Reiss sees his primary responsibilities as helping to refocus the publication to address the needs of its target audience—high-level decision makers across a broad range of industries including aviontics, military, government and consumer electronics, as well as helping to increase the publication's advertising base. To this end, the sales staff will soon be armed with a new media package as well as extensive research designed to augment their understanding of the competition. A graduate of Fairfield University, Reiss received a BA in psychology.

Meet the rest of the *EN* staff in a future issue of *World Update*

Electronic News: 35 years of experience and still going strong

Established in 1957 by Wade Fairchild, *Electronic News* was the first publication to focus on the electronics industry, primarily from a military use perspective.

By the end of the 1960s, then-editor Jim Lydon was responsible for expanding the coverage to include the computer industry, and he took the publication to a new height, raising the circulation to 55,000.

The next two decades that followed brought competition; no longer were writers and reporters in the dailies intimidated by the "new" industry, and *EN*, for the first time, began to compete with the dailies. Soon after, publishing houses like Cahners and CMP Publications were taking the sections that ran in *EN* and spinning them off into whole, controlled magazines. A readership battle soon ensued. Publishing with a paid circulation until the mid-1980s, Fairchild Publishing decided to compete head-to-head with its competition and initiated a 75% controlled circulation effort.

A look at *EN's* first year in publishing

In early 1990, Fairchild became part of Capitol Cities when Capitol Cities bought ABC-TV. Part of the deal was the acquisition of Chilton Publishing, then owned by the network. The company then reorganized into the Fairchild Fashion and Marchandising Group and moved *Electronic News* into Chilton. In November 1991, IDG purchased the publication and created Electronic News Publishing Corp., a wholly-owned IDG subsidiary.

Today, *Electronic News* continues to reach "the movers and shakers of the electronics industry"—decision makers with bottom line responsibilities who can take action on the news.

According to General Manager Dave Foster, "In a marketplace that is shaped increasingly by partnerships and joint ventures between suppliers and customers, and even among competitors, *Electronic News* provides the most complete market coverage for executives who decide what things will happen."

Electronic News

- FROM PAGE 1

Readers will also find that the redesigned issue is easier to navigate with the addition of an expanded table of contents on page 2 as well as a company-specific index on the back page. "The new image should help convey that we are reader friendly," added Novak.

Electronic News also added lots of new faces to its editorial roster as well as a new bureau in Tokyo and a free-lance correspondent in Germany.

Foregoing an executive recruiter to increase the writing staff, Novak depended on networking, *IDG World Update* job listings, and talking to interested candidates who approached him after the press broke the news that *EN* had been acquired by IDG.

Novak said that so far *Electronic News* has accomplished its initial goals. Looking long-term, he expects that *EN* will be profitable within the next three years, but pointed out that the time frame is negotiable. Novak is also quick to point out that "after three issues the love mail is outweighing the hate mail." Simply put, he said, "the new *Electronic News* is designed to better serve the reader, and this [the redesign] is the best way to demonstrate that."

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK May 4, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

STAFF WRITER (NWW)

Network World is looking for a seasoned high technology or business reporter to cover the inter-network beat. This high visibility staffer will report on how personal computer communications are reshaping the corporate information systems environment. Candidate should have significant writing and reporting experience.

Please send resume and clips to: Mary Cornetta, IDG Human Resources, 5 Speen St., Framingham, MA 01701.

NO PHONE CALLS PLEASE.

DIRECTOR OF SALES (WEC)

This position has two components: (1) Show Management: Responsible for 1 -2 events to include P & L responsibility, setting marketing direction, directing operational aspects of the shows, strategic conference planning, sales and key account management. (2) Sales Management: Responsible for planning, organizing and coordinating sales activities to include developing and achieving overall sales revenue objectives. Requires 7 - 10 years successful sales, marketing and management experience within the information technology industry. Familiarity with trade shows highly desired.

PUBLIC RELATIONS MANAGER (PCW)

Responsible for the public "face" of *PC World*, candidate will manage our public relations efforts, manage our P.R. agency, hold principal responsibility for the writing and production of our 12 page, 4 color, bi-monthly newsletter, develop presentations of research findings, and perform a variety of other publicity oriented, writing-intensive tasks. Requires three years or more of public relations work, either in-house or (preferred) agency, and a lifetime of writing achievement. Presentation ability and can-do attitude are also mandatory.

ADVERTISING AND PROMOTIONS MANAGER (PCW)

Candidate will hold principal responsibility for the creation of *PC World's* (ad directed) advertising, promotions, direct mail, sales presentations, media kits, sales collateral, etc. We need an energetic, creative, proactive person who will dedicate many hours of the day to keeping our competitors on the defensive. Your work experience must consist of at least two years of managing the creation of advertising. An agency background is preferred, especially in creative direction and/or copywriting. Strong written and verbal communication skills are mandatory.

PRODUCTION ASSISTANT (GPI)

This position entails working with the Assistant Production Manager and Production Director formatting raw editorial into final production-ready pages. Candidate will also assist in daily production elements, interface with editorial staff and vendors, and work with Art Directors on the design of the magazine. Proficiency with Quark Xpress 3.1, Adobe Photoshop, Aldus Freehand, and Adobe Illustrator required. Must be a team player with 2-3 years desktop publishing experience.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: May 4, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
NWW	Staff Writer	Framingham, MA	M. Cornetta	**NO PHONE CALLS**
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Rsrch. Anal.-Prod. Support Solutns	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator - Program Services	Framingham, MA	B. Corry	(508)935-4416
CBP	National Sales Dir./Assoc. Publisher	*CBP*, Wakefield, MA	E. Ouellette	(508)935-4605
CBP	Editorial Intern	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Copy Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
PCW/MPC	Director- Ad Sales & Marketing	*MPCWorld*, San Francisco, CA	J. Epstein	(415)267-1772
PCW	Public Relations Manager	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld*, San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist	*PCWorld* Cent. Svcs., San Fran., CA	P. Murphy	(415)978-3365
IMI	Assistant to the Publisher	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	Sales Assistant (2)	*CWPI*, Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWPI	Senior Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI*, Burlingame, CA	M. Scott	(415)347-0555
CWPI	Full-Time Accounting Asst.	*CWPI*, Framingham, MA	J. St. Martin	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Production Assistant	*Gamepro*, Redwood City, CA	L. Kavish	(415)363-5200
GPI	Associate Editor	*Gamepro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Account Manager	*Gamepro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Director	*Gamepro*, Redwood City, CA	J. Rouseau	(415)363-5200

CW Japan celebrates a decade of reporting

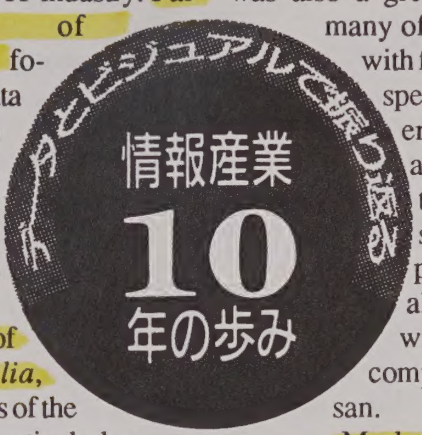
Computerworld Japan celebrated its 10th anniversary with a special issue on April 6 that included a 48-page pullout section with an illustrated chronology of the Japanese computer industry and contributions from sister *Computerworld* publications.

Editor-in-chief **Shohei Nishida** wrote a piece depicting industry highlights in the decade since *CW Japan* was launched. Noted commentator Kenji Usui, a weekly contributor, wrote a more personal account of the last 10 years of computer history in Japan.

The illustrated chronology, with 73 graphics and 28 charts, described major industry events such as vendor partnerships or regulatory actions on one side of the page, paired with photos of epochmaking products of each era on the other side.

Five members of the worldwide *Computerworld* family contributed articles. **Philippe Rosé**, a journalist with *Le Monde Informatique*, wrote an economic analysis about the French IT industry. **Pål Leveraas**, editor of *Computerworld Norge*, focused on how Norsk Data reflects the Norwegian mindset. **Yang Kun Tang**, editor of *Computerworld China*, contributed an overview of the Chinese IT industry.

Steve Ireland, editor of *Computerworld Australia*, looked at the achievements of the Australian IT industry, particularly its strength in software/services and communications. **Paul Gillin**, executive editor of *Computerworld* in the U.S., focused on the recent trade conflicts between the U.S. and Japan, concluding that the IT industries in both nations have a great chance to cooperate with each other.


データとビジュアルで振り返る
情報産業
10
年の歩み

The 10th anniversary issue, with three times as much advertising as a usual issue, was also a great success with readers, many of whom called the editors with favorable comments. "The special issue achieved several goals: it increased the awareness of *CW Japan* in the marketplace, it was a service to our readers, it promoted circulation, and also provided all the staff with a happy feeling of accomplishment," said Nishida-san.

Marketing Director **Katsumi Yamasaki** was pleased with the way the issue promoted the growing presence of IDG in Japan. "This issue really showed *Computerworld Japan*'s ability to contribute to the industry. It also gained prospective new clients for us. Many vendors who don't usually buy were in this issue."

FCW marks fifth anniversary during FOSE '92

Federal Computer Week's regional staff joined colleagues in the suburban Washington, D.C., home office to celebrate the publication's fifth anniversary in late March. The gathering took place during FOSE '92, the annual trade show targeted to the federal government's IT community.

All *FCW* employees received a personalized mug with the publication's fifth anniversary logo, and employees who have been with company since its beginning received a special gift. Editor **Edie Holmes**, Managing Editors **Anne Armstrong** and **Paul McCloskey**, Editor-at-Large **Bob Brewin**, Production Manager **Susan Miller**, Chief Copy Editor/Assistant Production Manager **Colleen Kelly**, GSA Direct Sales Manager **Gina Clark**, Staff Photographer **Stan Barouh** and West Coast Sales Representatives **Tom Boris**, **Bill Cooper** and **John Sly** were cited for their long-term service.

Federal Computer Week

***Federal Computer Week* employees salute the publication's fifth anniversary during a recent staff meeting.**

One of the highlights during the FOSE show was a dinner to honor the recipients of *Federal Computer Week*'s Federal 100 Awards. For the third consecutive year, *FCW*, along with FOSE's producer, recognized outstanding individuals who have made a difference in the government systems community. More than 500 people attended this year's event, and more corporate sponsors participated than ever before, including first-time sponsor Information Strategies Group. *FCW* also produced a 54-page supplement devoted to the award winners and their achievements.

Noteworthy !

PROMOTIONS

CW Publishing President **Gary Beach** has announced several promotions within the CW Database Division. **Steve Woit**, who for the past year has held the dual role of vice president of marketing for *Computerworld* and president of the database division, will now focus exclusively on his marketing responsibilities. Noting that the division "now needs a full-time manager on-site at 5 Speen Street to direct the high level of activity required this year," Beach named vice president **Rich Mikita** as general manager to succeed Woit. Mikita has been a senior manager in the division for several years and has extensive background in the creation and delivery of database products.

John Carpenter, former eastern regional sales manager, has been named vice president of sales. "John has demonstrated outstanding sales and management performance and has contributed to the strong sales results achieved so far this year," Beach said.

In her new role as vice president of administration, **Paula Marcotte** will handle all administrative issues, including office mangement, financial and accounting issues and fulfillment activities for database division products. Previously the division's business manager, "Paula brings great organizational skills and energy to her new position," Beach said.

■ ■ ■

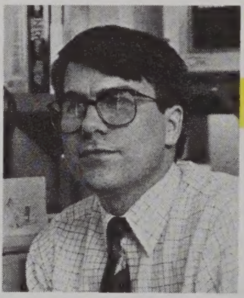
Longtime *InfoWorld* sales veteran **Joe Kerwin** has been promoted to the newly created post of vice president/western advertising director. Kerwin, 52, has held several top regional and national sales management posts during his career. He will be dividing his new responsibilities between *InfoWorld*'s San Mateo, Calif., headquarters and its regional office in Irvine.

Kerwin's counterpart in the east will be **Ian Ross**, recently named eastern advertising director. Ross, 33 has been in advertising sales for 12 years, the last 10 in computer publishing. He will operate from the *InfoWorld* office in Rochelle Park, N.J., where has has been manager of the mid-Atlantic/central regional sales office for the past year.

NEW EMPLOYEES

York von Heimburg, 35, has been named the new director of IDG Germany's magazine publishing division. A graduate of the University of Munich, he has held upper management publishing positions for the past seven years. Heimburg was most recently with Markt &Technik Publishing, IDG Germany's main competitor, where his responsibilities included overall newspaper sales and serving as publishing director for several professional newspapers. He has also managed all M&T joint ventures in Eastern Europe.

■ ■ ■



Strehlo *InfoWorld*

InfoWorld has named **Kevin Strehlo** to the newly created position of executive editor, reviews and testing. He will have executive authority over the editors who produce *InfoWorld*'s regular computer product reviews and comparisons, as well as over the $5 million InfoWorld Test Center. In addition, Strehlo will take over the writing of *InfoWorld*'s "First Look" column, which offers up-to-the-minute news and views of emerging products.

"Kevin is widely known as one of the most technically knowledgeable editors in the computer industry press, particularly in the areas of client-server databases," said Editor-in-Chief **Stewart Alsop**. "He'll be an invaluable member of the *InfoWorld* team as we expand the scope of our Test Center and reviews operations to address all the component technologies involved in building enterprise-wide information systems."

Strehlo, a graduate of the University of California/Irvine with a BA in English, has more than 10 years experience in computer journalism. Most recently, he was editor-in-chief at *DBMS*, a magazine focused on database management systems which he helped launch. Strehlo has also held editorial posts at *PC Week* and *Personal Computing*. During the 1980s he wrote news stories, produced features and hosted on-air product demonstrations for "The Computer Show," a Silicon Valley-based weekly television program.

■ ■ ■

Also at *InfoWorld*, **Steven Vito** has been appointed to the newly created post of vice president/national accounts director. Most recently associate publisher/vice president of *BYTE* magazine, Vito, 38, has over 10 years experience in high-technology trade publishing and advertising sales. In his new post, he will handle sales and marketing partnerships with the publication's largest customers, including IBM, DEC and Lotus.

HONORS

Margo McNerney, associate art director for *Federal Computer Week*, has been selected to participate in the Ninth Annual Information Graphics Workshop next month at the Rhode Island School of Design. Admission to the highly competitive week-long workshop is based in part on a portfolio review.

NUMBERS CHANGED

IDG Venezuela has made the following changes to its fax and phone numbers:

Tel: 58-2-762-7630
58-2-762-7636
58-2-762-7659 (Kalman von Vajna Nagy's direct line)
Fax: 58-2-762-4970

Macworld U.S. has added an additional fax number for the President's office and Human Resources:
415-267-1788

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of April and the first week in May. Remember, all anniversary information is to be supplied by business unit managers to IDG World Update.

FOURTEEN YEARS
Bob Wescott - CW Publishing

THIRTEEN YEARS
Renee Visconti - *Network World*
Josef Lohner - IDG Germany

TWELVE YEARS
Ann Finn - *Network World*
Mike Masters - *CIO*

NINE YEARS
Mary Decristoforo - WEC
Erik Gulbrandsen - IDG Norway
Lars Egil Sëtrang - IDG Norway
Wendie Marro - *AmigaWorld*

EIGHT YEARS
Penny Winn - IDG Intl News Group
Lisa McGrath - CW Publishing
Lory Zottola - CW Publishing
Ann Marechal - IDG France
Stefen Liba - IDG Germany

SEVEN YEARS
Robert Kanes - *PC World*
Diane LaLumiere - IDC

SIX YEARS
Peter Kelly - CW Publishing
Frederic Berge - IDG France
Anne-marie Rouzere - IDG France

FIVE YEARS
Carol Page - IDC
Kathryn Sullivant - IDG
Mike Hogan - *PC World*
Uwe Knierim - IDG Germany
Julie Attala - IDG Argentina

FOUR YEARS
Steve Auerbach - IDC
Allison Conliffe - *Network World*
Joan Flynn - *Macworld*
Darren Ford - CW Publishing
Laure Mechani - IDG France
Shannon Smith - *Macworld*
Mads Christensen - IDG Denmark
Charlotte Engstrom - IDG Denmark
Nancy Underwood - IDC
Bob Ellefsen - IDC

THREE YEARS
Brian Clarke - IDC
Tammy Gryniewicz - CW Publishing
Kim Herlihy - *Federal Computer Week*
Jean Roure - IDG France
Ilona Schenkl - IDG Germany
Corinne Cox - Lotus Publishing
Basilio Rodriguez - IDG Spain

TWO YEARS
Ruggero Vota - IDG Italy
Kim Morgan - ISG
Caroline Michel - IDC
Gunn Felldal - IDG Norway
Jon Thore Thorstensen - IDG Norway
Ivar Kamsvug - IDG Norway
Michele Gerus - CW Publishing
Kim Lukinbeal - Publish
Greg Mason - *PC World*
Hans Henrik Brunnmayr - IDG Germany
Svenja Mohn - IDG Germany
Franz Josef Reismann - IDG Germany
Ole Larsen - IDG Denmark
Zsuzsanna Armuth - IDG Hungary
Camilla Ringqvist - IDG Sweden

ONE YEAR
Silvia Siebler - IDG Germany
Jim Franklin - ISG
Michael Sullivan - IDC
Jim Cloutte - IDG Australia
Flavia Scovenna - IDG Irvine
Doreen Kan - *Macworld*
Laura Holliday - CW Publishing
Caroline Exelby - *CBW*
Jeffrey Yoke - *CBW*
Richard Bastas - *CIO*
Harry McCracken - *CBW*
Jim Moody - *PC World*
Matthew Clark - PCW Central Serv.
Thierry Outrebon - IDG France
Angelique Bizouarn - IDG France
Thierry Pigot - IDG France
Lillian Event - IDG Norway

Odeneal celebrates 10th anniversary

Gail Odeneal joined IDG in April 1982 as director, Direct Marketing Services, and was responsible for all direct marketing activities for IDG's existing and new publications, plus conference attendee promotion and list rental. In 1987, she moved to IDG's database division where she handled domestic and international database development and fulfillment. When *Computerworld* joined forces with the database group (now CW Database Division), Odeneal was promoted to her current position as CW's vice president of circulation. She has a BA in English from Skidmore College as well as an M.Ed from the University of New Hampshire. Odeneal enjoys spending time away from work with her husband and two sons.

World Update

Pat McGovern and Gail Odeneal dined at the Ritz last week.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Fiona Shepherdley will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

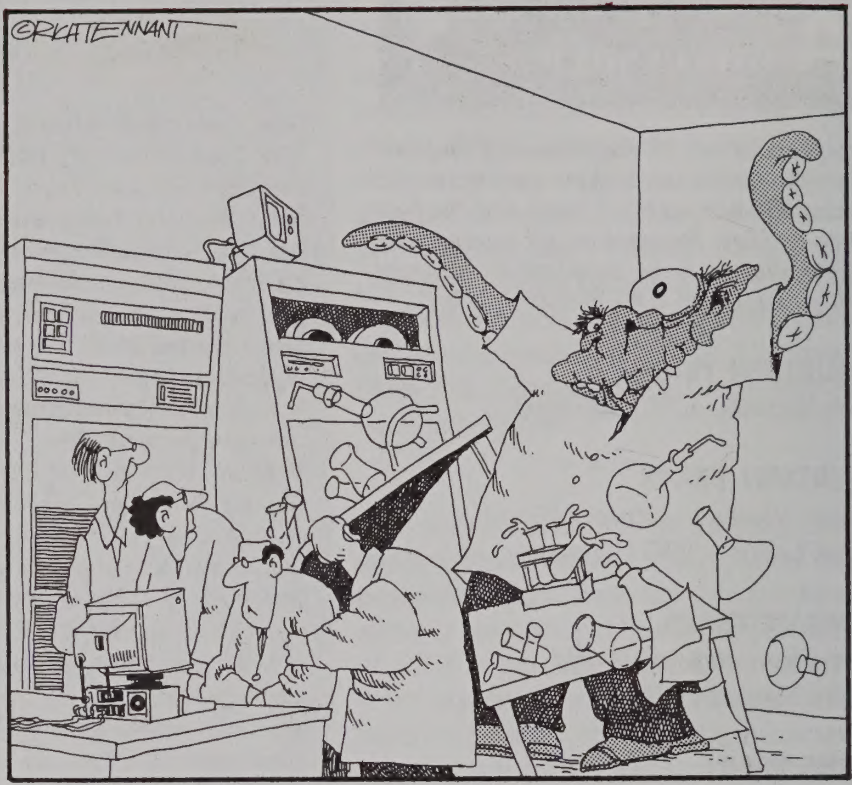
"Alfred, I told you this artificial intelligence experiment was a mistake!"
- **Tom Mathews**, IDG Human Resources

"Well, he doesn't look like Michelangelo."
- **Anne Marie Quillin**, IDC Irvine, Calif.

"I told Pat to stop fooling around with *GeneticsWorld*!"
- **Dave Taylor**, *Sunworld*

"Quick, Herb, hit Control, Alt, Delete."
- **Mike Wallace**, IDG Books Worldwide
(and credit for a close variation on this theme also goes to **Milford Sprecher**, ISG and **Sally Sinclair**, CW Database Division)

"I told him not to play around with those new computer viruses."
- **George Dy**, IDC Taiwan



"Jenny's husband is going to be real upset if we don't find the file with the antidote in it."

- **Fiona Shepherdley**, IDG Australia

"You did say *virtual* reality, didn't you?"
- **Michael Harwayne**, *PC World*

IDG World Update

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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IMI names publishers at *SunWorld, Publish* and *NeXTWORLD*
- PAGE 2

U.S. production directors network in New Hampshire
- PAGE 4

IDG publications win numerous industry awards
- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 19 **MAY 11, 1992**

IDG readies third Chinese office

Next month, IDG will officially open its third operation in the People's Republic of China, IDG Shenzhen, located in Guangdong province just over the border from Hong Kong.

Shenzhen is one of four special economic zones created by the Chinese government in 1978 as an experiment in capitalism and to attract foreign investment. It has become an important manufacturing center for many foreign companies formerly operating in Hong Kong. IDG Chairman **Pat McGovern** said with *China Computerworld* and IDG Hi-Tech based in Beijing, a three-hour plane ride to the north, he felt it was important to establish a presence in the increasingly prosperous southern coastal region.

Opening a local office to do business with area clients was essential, since IDG colleagues in Beijing, like all Chinese citizens, still need special permission to travel to Shenzhen.

"Shenzhen is the fastest-growing city in China," McGovern said. "In 1980, Shenzhen was a sleepy farm town of only 20,000 people. Now it has a population of two million, with an industrial output of $3.8 billion, 80% of it exported."

Shenzhen alone accounted for almost half of China's IT product exports. In 1991, Shenzhen produced $1.44 billion in computers, telecommunications and electronics components and equipment, and the output continues to grow dramatically.

IDG

Pat McGovern and Hugo Hsiung (second from right), visit with the IDG Shenzhen staff. From left: General Manager Ning Jianlong, Marketing Coordinator Jiang Yuanpei, Executive Assistant Gao Hong and Marketing Manager Shung Xiaofeng

McGovern named **Hugo Hsiung**, associate for business development in Asia, president of IDG Shenzhen. Hsiung will continue to travel back and forth from IDG headquarters in Boston in his role as McGovern's liaison for IDG activities in Asia.

- SEE PAGE 2

IDG Denmark raises curtain on *Windows World*

IDG Denmark launched its premiere issue of *Windows World* in March, joining a growing number of IDG office offering Windows-specific publications.

The inaugural issue of the stand-alone publication contained 60 pages, 23 of which were ads. According to Editor-in-Chief **Knud Erik Madsen**, the first issue was intended to be a demonstration product, and future issues, beginning with the next one in September, will contain at least 100 pages. *Windows World* will be published four times this year and eight times in 1993.

"We got many more ads than we expected for the initial issue," Madsen said. "Sales Manager **Leif Rasmussen** worked very hard to sign up important clients, and they're very pleased with the exposure they're getting." He credited Editor **Peter Graebe** and the entire editorial staff for defining both the look and content of the publication.

Madsen said IDG Denmark had been considering starting a Windows publication many months ago. The staff swung into action early this year when the local Microsoft office offered to let them present

- SEE PAGE 4

Integrated Media taps three for publishing posts

Early last month, Integrated Media, Inc. named three new publishers for its crop of publications.

NEXTWORLD

Barnard

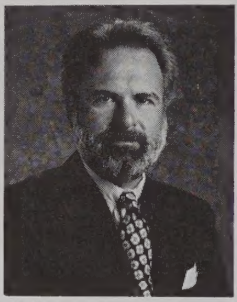
IMI

Jeannine Barnard joined the company in June 1990 and has served as associate publisher of *NeXTWORLD* since its launch in January 1991. In addition to building a successful magazine, Barnard has been responsible for the launch of the newsletter *NeXTWORLD Extra* and the highly successful premiere of NeXTWORLD Expo that attracted more than 5,000 attendees to San Francisco earlier this year.

Prior to joining IMI, Barnard was western advertising director for *MacUser* and district sales manager for *Information Week*.

"Jeannine's appointment reflects her commitment to the NeXT market. Her abilities as a manager have made *NeXTWORLD* one of the most highly regarded launches in the history of IDG," noted IMI President **Gordon Haight**.

PUBLISH



Ekberg

IMI

Kent Ekberg joins as publisher and vice president of *Publish* and will be responsible for implementing the new direction and vision for the magazine. Over the last 10 years he has held a variety of positions in marketing, sales, business planning, strategic planning and new business development in both the electronics and computer industry. Since 1989 he has been marketing director for Pioneer Communications of America. A frequently published author on a variety of subjects, Ekberg has also taught courses in writing and humanities for 10 years at the college level. Ekberg is a member of the Board of Trustees of the Optical Publishing Association and is listed in several Macmillan *Who's Who* directories, including *Finance and Industry*, *Advertising* and *Emerging Leaders in America*. He holds graduate degrees in both English and business from New York University.

SUNWORLD

Bruce Gray's experience includes consumer and trade magazines, trade and reference books and electronic publishing—both on-line and in CD-ROM format. He has held top management positions with CBS Publications, The Atlantic Monthly Company and R.R. Bowker. In 1986, Gray began his own company, GrayWest Publishing, whose works have included 3Com's *Connect* magazine and Software Publishing's *Insights*. In 1989, he was recruited to head up Collins Publishers of San Francisco, a company best known for its *Day in the Life* series of photographic books. He returned to his own company and consulting in 1991. His biography has been included in *Who's Who in America* since 1982.

Shenzhen

- FROM PAGE 1

IDG Shenzhen will be involved in a number of activities, including establishing the first independent computer testing lab in Asia this fall. The lab will be a major center for testing computer hardware and software products originating in or being sold in Asian markets and will support all of IDG's Asia/Pacific-based publications.

The new Chinese office will also sell IDC China/Hong Kong reports and ads for IDG publications in China and throughout the region. The staff will also organize trade shows for companies that want to establish themselves in the Chinese IT market.

"These shows will help business find a secure foothold in this rapidly growing market and will also help the Chinese make the right connections for their expanding exports," McGovern said.

McGovern visited the newly hired employees of IDG Shenzhen during a tour of several IDG offices in Asia last month. While in Beijing, McGovern signed a contract with the Chinese government that gave final approval to publish *Electronics International* under the IDG name. With the formal signing of *EI*, which was first acquired by the *China Computerworld* company early this year, IDG now holds 80% of the Chinese IT publishing market.

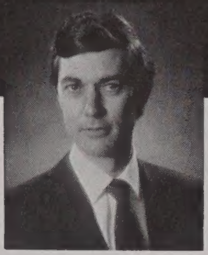
IDG

Pat McGovern with members of the *China Computerworld* staff

Also in Beijing, McGovern visited IDG Hi-Tech, whose software development team recently created software for a radio broadcast control system in Tibet. The office's publication, *New Product World*, will soon publish a monthly supplement called *Consumer Electronics New Product World*.

On line

ASK KIRK



Every other week, "On-line" features selected guest columnists. This week, IDC President and CEO ***Kirk Campbell*** *takes a turn.*

Q How do you see IDC repositioning itself to take advantage of the recent Dataquest layoff?

A For those of you who have not heard, Dataquest, IDC's major competitor, laid off 100 U.S. employees in February, accounting for approximately one-third of their U.S. employees. This drastic action was taken due to extremely poor financial results reported in 1991. Dataquest's worldwide revenues actually declined last year while IDC's increased by about 15%. There is no question that IDC's market share is increasing by a substantial margin!

IDC will not reposition because of the difficulties at Dataquest. IDC's employees have been working very hard to strengthen IDC's position in the marketplace. The problems at Dataquest are evidence that our research and sales team is in closer contact with the vendor client base and is delivering high quality and relevant research products.

This year we developed an in-depth strategic planning process for IDC. Every U.S. employee is being encouraged to contribute ideas and suggestions for improving IDC. At the end of June, we will have identified strategic and tactical actions which will be implemented to ensure that IDC holds its leadership position in the industry over the next five years.

Q How do you propose to integrate IDC's international offerings with U.S. services? U.S. customers are demanding a more seamless sales system so they can get research on foreign countries from U.S. sales offices.

A IDC's U.S. research products already are quite well integrated with our international product offerings. We have several worldwide product lines in key technology areas such as PCs, Multi-User Systems, Workstations, Unix, LANs and more. Each U.S. product team is responsible for establishing definition, coordinating research between regions and ensuring that published research is consistent. Most U.S. research programs now provide worldwide market data with regional breakdowns.

The International Research Group at IDC U.S. specializes in providing international research to U.S. clients. The research analysts in that group work closely with the U.S. sales force to make certain that they are aware of our international product offerings. The analysts also work with U.S. clients to provide them with the international research that they need from all 35 countries covered by IDC.

Q What "hot topics" were discussed at the European IDC Briefing Sessions?

A IDC sponsored the IT industry briefing sessions throughout Europe, customizing each session to fit the local interests of each country's audience. However, there were several "hot topics" discussed at most of the sessions. IDC's theory of the restructuring and "dis-integration" of the computer industry was presented by IDC Senior Vice President David Moschella. A related topic frequently discussed was the viability and outlook for the major European computer vendors. Results from IDC's IT Customer Directions & Spending Strategies survey that was recently completed in Germany, the U.K. and France was another hot topic. The survey, part of a unique, major worldwide IDC project is the largest survey of its kind in the marketplace. Finally, a subject that always rates high in interest to our clients was IDC's country and product market forecasts for the current year.

Q Can you elaborate on the recently announced Asia/Pacific IT Forum and the customer need that prompted its formation?

A IDC Europe launched a successful European IT Forum in Venice last summer. The leaders of all the major European vendor companies spoke at the conference and there was extensive coverage in the European press. An even more successful conference is planned for September. The IDC/IDG research and publishing general managers in Australia, Len Rust and Don Kennedy have discussed an Asia/Pacific region IT Forum with local and regional clients and have received very positive feedback. The event is still in the planning stages, but it is tentatively scheduled for mid-1993.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to **IDG World Update** *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

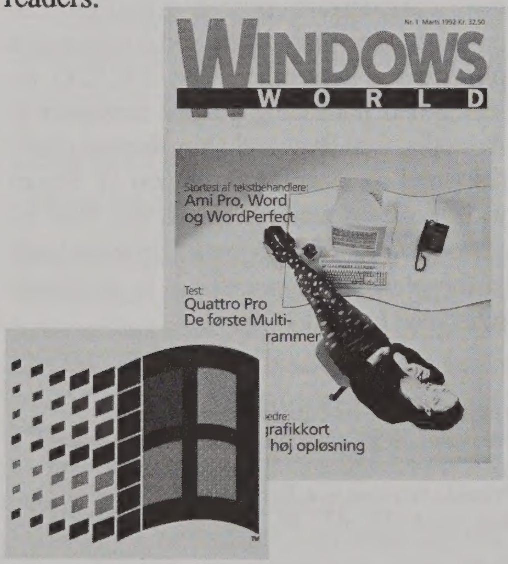
☐ Pat McGovern
☐ Don Kennedy IDG Australia
☐ Walter Boyd
☐ Joe Levy *CIO*
☐ Bill Murphy
☐ Francois Chaussonniere IDG France

Windows

-FROM PAGE 1

the magazine during an event to unveil Windows 3.1. Working with a lead time of just six weeks, the staff accelerated an already hectic pace when Microsoft decided to move up the event by two weeks. The staff purchased articles from freelancers for much of the first issue due to the tight time frame.

Microsoft also helped build the initial circulation list by providing a mailing list of registered Microsoft Windows users. Efforts are ongoing to convert those who received complimentary subscriptions to paid subscribers. Sixty thousand issues were printed—far larger than the average IDG Denmark magazine print run of 10,000 to 20,000—with 10,000 targeted to newsstands, compared to 4,000 for *PC World Danmark*. *PC World* subscribers were not targeted in the initial direct mail campaign, since Rasmussen wanted to show advertisers that *Windows World* could appeal to an entirely new crop of readers.



Other than giving him the computer and instructions for a "modern-looking" shot of an office setting, the *Windows World* staff let the photographer come up with the cover photo. Unknowingly, the photographer used a table with a curved top that reflected the Microsoft Windows logo, subtly reinforcing the *Windows World* theme.

U.S. production directors meet

IDG's U.S. production directors convened in Portsmouth, N.H., last month to discuss issues relevant to both technology and manufacturing needs associated with the production of IDG publications. The session was conducted as part of this year's series of publishing discipline function meetings across U.S. business units.

Leigh Hometh, vice president/manufacturing at *Computerworld*, chaired the meeting, assisted by **Carol Polack**, *CW*'s director of publishing technology. Art/Production Director **Vicki Blake** of *Digital NEWS* chaired the session on electronic integration/cost analysis.

Two of the three days were open to more than 25 IDG employees by invitation and featured seven highly respected guest speakers from the production field. Among the presenters were Dottie Butler, *USA Today*, who discussed PostScript issues and transmission of ads; Van Tanner, president of the Association for Imaging Service Bureaus, who also addressed PostScript issues; and Kathleen Davis from Taunton Press, who looked at trapping and scanning techniques.

PC World's **Laura Smith** reviewed *PCW*'s transition to a 100% Macintosh-based production system, and IDG Director of Paper Services **David Sanders** took part in a talk on recycled papers.

On the third day, the production directors met alone to discuss common issues with such energy and intensity that the room "hummed," said one participant. Topics included budgets, IDG volume discounts, printers, paper, staffing, postal regulations and manufacturing processes.

With many technological changes taking place at each division there was ample opportunity for fresh discussions.

"My favorite part of the session was sitting down behind closed doors and finding out what people are doing, how we can help each other and share solutions," Vicki Blake said. "I can't over-emphasize how important it is to do this."

This year's spring session was the ninth time the production directors have met formally. The meetings are generally held in the spring (open session) and fall (production directors only) and alternate between the East and West Coasts. *Macworld*'s **Anne Foley** will host the fall meeting in San Francisco.

IDC Germany's show goes on despite strike

IDC Germany successfully hosted its annual briefing session last week despite inconveniences posed by the nationwide public service union strike.

The session in Frankfurt attracted attendees from all over Germany who had to cope with transportation problems and traffic congestion. Since it was too late to cancel the hotel arrangements and notify attendees, IDC staff crossed their fingers and hoped for the best. About 20 attendees phoned to cancel, but more than 75 hardy souls came to the conference.

David Moschella, IDC's senior vice president for worldwide research, flew into Frankfurt the day before the airport shut down and had to immediately rearrange his travel plans. Right after his speech on worldwide IT trends, Moschella caught a bus for a six-hour ride to Amsterdam in order to arrive in time for the next day's IDC briefing session.

The strike has also affected mail delivery in Germany. Unable to send out notices for their open systems conference in June, IDC Germany decided to reschedule the event for September. IDG Germany has faced a delay in mailing out its publications and is making increased use of the fax machine to carry out local correspondence.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK May 11, 1992

The Job Opportunities Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. New positions each week will be accompanied by a brief summary describing the responsibilities and qualifications needed.

RECRUITMENT ASSISTANT - PART-TIME (IDG)

Candidate will assist the Executive Recruitment Director by pre-screening candidates for high-level positions across IDG companies. Other responsibilities include the maintenance of a candidate database. A qualified candidate is organized, detailed, works very independently and has strong interpersonal skills. Knowledge of the high-tech publishing industry a plus. Requires 3 or more years of related experience. **20 hours per week.**

LIBRARIAN (IDC)

Candidate will provide IDC employees and clients with reference services using on-line database searching, CD-ROM and hard copy reference sources. Will also maintain subject and company files, produce a daily FYI consisting of articles from local papers on the high-tech industry, implement catalog policies and organize the collection using the Dewey Decimal Classification. Requires a MLS from an accredited library school, a minimum of two years experience in business/technical library, experience with on-line databases (especially Dialog), and good communication skills.

PRODUCTION COORDINATOR (CIO)

Candidate's primary responsibility will be ad traffic, from agency contact, handling and inspecting film, and processing ad transmittals. In addition to internal trafficking, candidate is responsible for quality control at final film stage. Additional projects as assigned. Candidate should be detail-oriented and deadline-sensitive. 1-2 years experience in a magazine or graphic arts environment preferred.

MARKETING SPECIALIST (IDG/B)

To provide in-house project management; maintain active PR and reviewer data-base; maintain departmental contact files; manage print orders; assist in various administrative duties. Candidates should have 2-4 years experience in a creative role. Strong communication skills required; basic computer skills a must. Desktop publishing experience a strong plus.

DISTRICT MANAGER (CWPI)

Responsible for organizing and selling display ad space within a designated territory. Requires an energetic, seasoned, polished sales professional with 5 or more years advertising/sales experience. Strong verbal and written communication skills with above average presentation skills required.

GRAPHICS SPECIALIST (CWPI)

Responsible for developing four-color informational graphics and illustrations from raw data utilizing the MAC II color system. Must be proficient with Cricket Graph and/or Delta Graph as well as Adobe Illustrator and/or Aldus Freehand. Candidates must have a minimum of one year experience as a Macintosh artist. Art degree or design major with experience in color illustration and design is desired. Newspaper or magazine design experience is a plus. To apply, please send resume with no more than six samples of Macintosh-generated graphics on a disk to: *ComputerWorld*, ATTN: Nancy Kowal, 375 Cochituate Rd., Framingham, MA 01701.

PART-TIME CLERICAL SUPPORT (CWDD)

ComputerWorld's Database Division is seeking two part-time clerical support people each to work 15-20 hours per week. Candidates will be responsible for routine clerical functions including opening, sorting and batching mail, stuffing envelopes, label preparation for premium fulfillment and data entry.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: May 11, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Recruitment Assistant (Part-time)	Framingham, MA	S. Rogers	(508)935-4161
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
NWW	Staff Writer	Framingham, MA	M. Cornetta	(508)875-6400
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	**NO PHONE CALLS**
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Librarian	Mountain View, CA	M. Walsh	(508)935-4253
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	National Sales Dir./Assoc. Publisher	*CBP*, Wakefield, MA	E. Ouellette	(508)935-4605
CBP	Editorial Intern	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Copy Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Software Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writer (2)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Regional Sales Manager	*InfoWorld*, Northern CA	D. Vieraitis	(415)312-0566
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Public Relations Manager	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld*, San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Librarian	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Account Manager	*PCWorld*, Los Angeles, CA	C. Canfield	(415)978-3264
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW/C	Receptionist	*PCWorld* Cent. Svcs., San Fran., CA	P. Murphy	(415)978-3365
IMI	Assistant to the Publisher	*Publish*, San Francisco, CA	C. Meade	(415)978-3292
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld*, San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	District Manager	*CWPI*, Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Part-time Clerical Support (2)	CW Database Div., Framingham, MA	J. Oteri	(508)879-5000
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI*, Burlingame, CA	M. Scott	(415)347-0555
CWPI	Sales Assistant	*CWPI*, Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Production Assistant	*Gamepro*, Redwood City, CA	L. Kavish	(415)363-5200
GPI	Associate Editor	*Gamepro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Account Manager	*Gamepro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Director	*Gamepro*, Redwood City, CA	J. Rouseau	(415)363-5200

MPC World to join forces with *PC World*

When *MPC World* magazine debuted, it was the first in the uncharted multimedia territory. Although it did phenomenally well in the advertising universe, the magazine has been unable to support its standalone status.

So, this month, as the staff readies the August edition, they faced some unique challenges that coincide with the recent decision to include *MPC World* as a magazine within *PC World.*

Beginning with the August issue *MPC World* will be distributed inside of *PC World*'s newsstand issues as well as to the 22,000 paid *MPC World* subscribers. The magazine will appear every other month thereafter.

The ability to keep *MPC World* in print and continuing to serve the readers was due to the unique advantage of being a subsidiary under parent company PC World Communications Inc.

The plan allows for *MPC World* to stay in the market, double the reach of the publication and cut distribution costs.

Although *MPC World* will be scaled down in size and follow a more traditional ad/edit ratio, it will continue to have its own cover, editorial and advertising staff, as well as its own design. However, as a result of the conversion, five of nine staff members will have the option to find jobs elsewhere within IDG.

PREMIERE ISSUE
MPC WORLD
Indy's Back!
FROM THE PUBLISHERS OF PC WORLD
FORUM
Are War Games Bad for Your Kids?
MULTIMEDIA PCs
Here. Now. WOW!
12 HOTTEST SYSTEMS
Multimedia Magic With Full PC Power TODAY!
12 BARGAIN MPC UPGRADES
Enhance Your PC with CD-ROM and Stereo Sound
50 TOP SOFTWARE TITLES
Games, Encyclopedias, Music, and More on Floppy and CD
TV ON YOUR PC
HOTTEST SOUND BOARDS
TIPS ON CD-ROM DRIVE BEST BUYS

MPC* rolls into *PC World

According to Publisher **Jonathan Epstein**, the multimedia market did not develop as quickly as anticipated. "Over the fall and spring we began to realize that the product plans for multimedia had not been realized, and therefore the market itself has not been realized."

"Although we had a very strong growth and got most of the available advertising base, this market is difficult to forecast when it is still in a very formative phase," Epstein explained.

Epstein noted that since the staff has been notifying readers about the change response has been positive.

"*MPC World* will run more [multimedia -related] editorial and advertising than any publication, and we intend to roll it back out of *PC World* as soon as market conditions warrant," Epstein said.

Two get Executive Committee appointment

Corporate Director of Financial Analysis and Planning Susan Petrie and Marketing Services Division President Kelly Conlin have been appointed to the IDG Executive Committee.

Petrie

Conlin

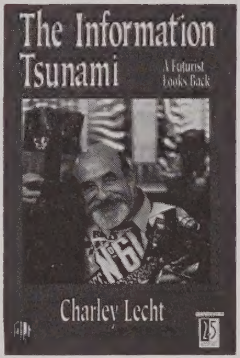
In this new function, Petrie will provide the Executive Committee with recommendations and assistance on worldwide strategic planning, reviews of operational performances and analysis of new business opportunities and proposals. She will also participate in the weekly Monday morning "11:11" meetings.

Petrie said she is honored by the appointment and is looking forward to working closely with the other members of the Executive Committee as well as IDG's employees around the world.

Conlin will participate in the decision making process, prepare the analysis of IDG's markets and focus on issues related to IDG's customers where IDG is winning or losing marketshare. Conlin, like all members of the E.C., will continue to focus on his primary responsibilities, which are to provide a new level of customer service and marketing communications for IDG.

IDG President Walter Boyd noted, "Kelly and Susan have been appointed due to their day-to-day contributions to IDG and demonstrated ability to help us make fast and informed decisions."

IT veteran offers a *Tsunami* of information


The Information Tsunami
A Futurist Looks Back
Charley Lecht

IDG Books presents *The Information Tsunami: A Futurist Looks Back.* The latest in a ever-expanding list of titles is a collection of articles written over the last 15 years by **Charles Lecht**. Lecht, known to many as a *Computerworld* columnist, offers his views on the turbulent '80s, a time when change rolled through the computer industry like a tidal wave ("tsunami" in Japanese). The essays cover a broad range of IT topics of from technical, political, psychological and financial angles and feature Lecht's clever, sometimes serious and other times "uproariously funny" style.

IDG employees can purchase the book for a discounted $13.95 from IDG Books Worldwide (fax: 415-358-1260).

IDG reigns at annual Computer Press Awards

IDG journalists and publications captured 11 awards during the seventh annual Computer Press Awards ceremony held late last month in New York. The competition, the oldest and most distinguished writing competition of its kind, recognized outstanding journalism in the high-tech industry for works published in 1991.

More than 33 judges evaluated approximately 1,000 entries submitted in 21 categories. Judges chose one winner and two equal runners up per category based on criteria including creativity, presentation, clarity, accuracy and significance to the respective audiences.

The IDG winners and selected judges' comments are listed below:

Best Computer Magazine, Circulation More Than 50,000:

WINNER: *Macworld* (second consecutive year)

- "The magazine flatters people's intelligence and gives them some perspective to go with the nitty-gritty product reviews and tips."

RUNNER UP: ***Computer Buying World***

- "*[CBW]* does an excellent and innnovative job of presenting consumer-oriented information in a clear and well-organized manner."

Best Computer Columnist:

WINNER: **Deborah Branscum**, *Macworld*

- "These columns performed an extremely valuable service to readers; showed wide-ranging reporting and writing skills and were consistently interesting."

RUNNER UP: **Steven Levy**, *Macworld*

- "...fine examples of how to write clear, well-crafted stories, and they are among the best written about the computer industry."

Best News Story in a Computer Publication:

RUNNER UP: **Mitch Betts**, *Computerworld* ("A $46 Tape Becomes a $10K Print Job") April 29, 1991

- "Well-written, it raised significant issues very clearly."

Best Feature in a Computer Publication:

RUNNERS UP: **David Freedman**, *CIO* magazine ("The Myth of Strategic IS") July '91

- "Corporate America recognizes that effective information systems are essential. But, Freedman reminds us, they are no substitute for smart management."

Jane Hundertmark (author) and **Pamela Pfiffner** (editor), *Publish* ("When Enhancement is Deception") Oct. '91

- "With a skilled combination of anecdotes and technical information, [Hundertmark] shows how respected publications...have altered photographs to change their meaning."

Best Computer Newspaper, Circulation More Than 50,000:

RUNNERS UP: ***Federal Computer Week***

- "A vital publication for its market. Insightful writing, thoughtful analysis, solid presentation."

Computerworld

- "The institution of the computer press...*[CW]* today represents some of the finest writing and reportage in the computer industry."

Best Computer Magazine, Circulation Less Than 50,000:

RUNNER UP: ***NeXTWORLD***

- "An example of clear editorial focus...this magazine is more than a pretty face. It offers solid information and useful tips to that small band of hardy users..."

Best On-Line Publication:

RUNNER UP: ***Macworld On-Line***

- "They have organized a huge amount of information in a way that's easy to navigate."

Best Opinion or Editorial in a Computer Publication:

RUNNERS UP: **Ezra Shapiro**, *Computer Buying World* ("Buying Advice: Reading Reviews") Jan. '91

- "Well-written and clear, the ideas are simplistic but well explained."

Steven Levy, *Macworld* ("In the Realm of the Censor")

- "...full of good ideas, this column raises important issues..."

Macworld has banner year

It has been a banner awards season for the editorial and design staff at *Macworld* this year with an impressive number of nominations and awards for their work during 1991. In addition to the Computer Press Awards, *Macworld* has also been nominated for *Magazine Week's* Editorial Excellence Award to be announced next month.

Other honors included two Western Publication Association Maggie Awards. *Macworld* was recognized as the best computer publication of the year for an unprecedented fifth time, and Senior Associate Editor/Departments Deborah Branscum earned the Best Public Service Article or Series award.

***Macworld* also received 13 editorial and design awards from the Chicago Society of Business Press Editors. Award winners were announced recently in Chicago, and first place winners will automatically be entered in the national competition.**

Awards won were: Best Feature Series (2nd and 3rd place), Best News Article (honorable mention), Best Technical Feature (2nd place), Best Regular Department (1st place), Best Signed Editorial (1st and 2nd place), Best In-Depth Feature (2nd place and honorable mention), Best Contents Page (1st place), Best Opening Page Spread/Feature (2nd place and two honorable mentions).

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Karen Weston - IDC

TWELVE YEARS
Christian Mahler - IDG Germany

TEN YEARS
Jill Stevens - *InfoWorld*

EIGHT YEARS
Beverly Schneider - *Macworld*

SEVEN YEARS
Steve Hietala - IDG
David Blackburn - IDG Australia
Gayle McElroy - IDG Australia

SIX YEARS
Carol White - Lotus Publishing
Patrick Kenealy - *PC World*
Agnes Jouhannel - IDG France

FIVE YEARS
Paul Bonington - IDG
Deb Winders - *Digital NEWS*

FOUR YEARS
Hollis Brush - PCW Central Services
Cynthia Meade - Integrated Media
Barbara Adamson - *PC World*
Ginny Pohlman - IMS
James Boviard - IDG
Judy Schultz - CW Publishing
Margot Swanson - *AmigaWorld*
Greg Smith, *InfoWorld*

THREE YEARS
Paul Fitzgibbon - *PC World*
Brian Klatt - IDC
Nancy Fling - *Digital NEWS*
Dale Johnson - IDG
Rhea Stafford - *Macworld*
Jodie Naze - CW Publishing
Mindy Lim - *Asia Computerworld*
Debra Silver - *InfoWorld*

TWO YEARS
Margaret McAvenia - IDG
Jan Davis - *InfoWorld*
Carla Neumann - *InfoWorld*
Donna Vieraitis - *InfoWorld*
Judy Mallman - *InfoWorld*
Christina Ridge - *InfoWorld*
Bob Schonfisch - *InfoWorld*

ONE YEAR
Wendi Smith - *Macworld*
Dan Ruby - *NeXTWORLD*
Cary Sun - World Expo Corp.
Paula DeMeo - IDG
Skip MaCaskill - *Network World*
Sharon Ducey - *Digital NEWS*
Jonathan Seiffer - IDG
Garcia Sandrine - IDG France
Claus Egge - TIS Corp.
Dora Sarome - IDG Argentina
George Bulat - IDC Canada
Rob Rubright - *InfoWorld*
Ron Cioffi - *InfoWorld*
Shirley Coe - IDG Books
Marc Mikulich - IDG Books
Polly Papsadore - IDG Books

Joe Levy celebrates 20th anniversary

World Update

***CIO* President Joe Levy (center) celebrated his 20th anniversary last month with his wife Carol, Pat McGovern, IDG Executive Vice President/Finance Bill Murphy and IDG President Walter Boyd.**

***CIO* President and Publisher Joe Levy joined IDG in January 1972 as the New York City-based director of eastern regional sales for IDC. In 1976, he was promoted to vice president of the eastern region, and in May 1982, he relocated to Massachusetts to assume his new role as IDC's vice president of corporate marketing. In January 1986, Levy was named senior vice president of IDC. In September 1987, he founded and was named president and publisher of *CIO* magazine, which bridges the gap between general business publications and the technical MIS trades.**

Outside the office, Levy enjoys music, travel, books and basking in warm weather. Asked to reflect on his tenure with the company, Levy said "The secret to success is following IDG's goals and doing the best job you can. Don't worry about things on the periphery."

Do-er's profile

Nancy Underwood

- **HOME**: Redwood City, Calif.
- **PROFESSION**: IDC Northwest Region Sales Manager
- **JOINED IDG**: April 1988
- **JOB CHALLENGES**: Keeping up with the IDC industry so that I can effectively work with my customers
- **OUTSIDE INTERESTS**: Traveling internationally, water skiing and Scuba diving
- **FAVORITE VACATION**: Japan because of the culture, geography and people
- **NO. 1 ON YOUR TRAVEL AGENDA**: It's a three-way tie between Scuba diving around the Great Barrier Reef in Australia, visiting Chaing Mai in Thailand and partaking in the culture of China.
- **FAVORITE AUTHOR**: James Clavell, because I enjoy fiction that imparts a sense of history and adventure
- **FAVORITE FOOD**: Chocolate chip cookies
- **SOMETHING YOU CAN'T DO, BUT WISH YOU COULD?** Sing (well) and play the guitar
- **SOMETHING YOU DO, BUT WISH YOU DIDN'T?** Talk too much
- **ROLE MODEL**: My parents for their integrity, caring and commitment to each other
- **FAVORITE MUSIC**: Jazz and blues
- **GOAL IN LIFE**: To always be open to new experiences, to balance my work and personal life and to have fun

IDC

- **IF YOU COULD WORK IN ANY PROFESSION, WHAT WOULD YOU DO?** Work for an organization that promotes cross-cultural awareness and understanding
- **MANAGER'S PROFILE**: "Nancy embodies the really positive things that anyone would want to see in a sales manager. She always maintains a positive attitude and has a willingness to try to accomplish new and bigger goals. In addition, she has a very, very intense work ethic."

IDG World Update

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NEWS EDITOR
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VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Seminar, conference planners hold function meeting
- PAGE 2

Diversified menu planned for LotusWorld
- PAGE 2

IDC adds offices in Africa, Greece
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 20 **MAY 18, 1992**

Three *PC World* editions planned for Asian launch

Three new products, *PC World Hong Kong*, *PC World Singapore* and *PC World Malaysia*, are in the development stage and scheduled for an October launch to coincide with major computer shows throughout the Southeast Asia region. The theme of the inaugural issues is "Products and Productivity."

China
Korea Rep.
Japan
India
Taiwan
Hong Kong
Thailand
Philippines
Malaysia
Singapore

The magazines will be published by Asia Computerworld Communications, based in Hong Kong. The managing editor of *Computerworld Hong Kong*, **Laura Janney**, will edit the three new publications.

"We've been putting together mock-ups for all three issues, and we're only just beginning to understand how much juggling we'll have to do to get all three publications out in sync," Janney said. "But we've got a workable system in place that was developed over nearly a decade of doing multiple issues of *Computerworld*. I'm sure we'll have no trouble doing what needs to be done."

Estimated paid circulation for the new publications is 8,000 in Hong Kong, 7,000 in Singapore and 6,200 in Malaysia.

Associate Publisher **Melvyn Bennett** is working out a subscription promotion campaign in conjunction with Digital Research, Borland, Computer Associates and Microsoft.

"All four software publishers are doing a joint promotion with us," Bennett said. "If subscribers buy a two-year subscription, they receive a free box of software. In each of the three countries, readers have a selection of five or six software packages, but there aren't any competing products in any single country.

We worked out what we were willing to pay from the subscription revenue without losing any money on the deal. The same rate was offered to the four companies and all agreed." The promotion started May 7 and runs until the end of March 1993.

Bennett credited IDG Spain for the subscription campaign, noting that the *Asia Computerworld* staff found the joint promotion idea in the issue of *IDG World Update* that listed "great ideas" from the 1991 Worldwide Managers' Meeting. Bennett approached Digital Research and got its support, which provided sufficient motivation for the others to participate.

LotusWorld set for four-day Boston run

Lotus Publishing Corp.'s first significant venture in the conference and exposition business, LotusWorld, opens its doors June 8-11 in Boston.

The event, which marks the 10th anniversary of Lotus Development Corp., is the official conference on Lotus 1-2-3, Lotus Notes and all other Lotus software. LotusWorld will take place while other important LDC events are being held, including the annual shareholders meeting and the sixth annual Lotus Forum, an industry symposium for CIOs and senior IS professionals of Lotus' top customers.

Last year's conference was geared primarily towards developers, and Lotus Publishing sponsored just the trade show portion of the event. This year, Lotus Publishing is sponsoring both the user conference and exposition.

As a result of these changes, the conference program has been greatly expanded, with more than 60 sessions, panels and roundtables scheduled. Of the six conference tracks, three are dedicated to developers, business managers and everyday Lotus users, while three others are geared to

- SEE PAGE 2

U.S. seminar, conference planners share strategies

Twelve employees representing eight U.S. business units traveled to the White Barn Inn in Kennebunkport, Maine last month to participate in two-day Seminar and Conference Function Meeting.

With the meeting subtitled "Exploring Possibilities," the group focused on identifying different ways to strengthen relationships with vendors as well as implementing events on three different scales: stand-alone seminars, conferences in conjunction with a show and full-blown expositions.

For each of the three types of events, attendees presented and discussed sample P&Ls, typical planning cycles, manpower requirements, third-party agreement negotiating points, promotion issues, space logistics as well as the basic framework for market audience assessment.

The meeting was chaired by Integrated Media Inc.'s President **Gordon Haight** and organized by IMI's Special Projects Manager **Barbara Boyd**. Boyd noted that she found organizing such a small-scale event more difficult than the large-scale conferences she typically pulls together "because you have to work on a more intimate level. However as soon, as the ball got rolling, I discovered a group of talented, creative individuals willing to learn, share lots of ideas, ask questions and communicate enthusiastically."

Boyd noted that making the decision to enter the conference and seminar arena is often more difficult than the actual planning of the event.

"Most publishers want to strengthen their relationship with their vendors, but it is often cost prohibitive to start something new. We tried to show attendees how they can take what already exists and branch out from there," Boyd said.

Meeting highlights included guest speakers Ron Cappello, president and founder of Context, a strategy and business development firm; Hazel Kahan, president of Kahan Research and **Bill Sell**, World Expo Corp. vice president/planning and operations.

"Aside from learning all about the benefits to be gained from sponsoring conferences, we learned a lot about the nitty gritty of what each business unit does, the different challenges they face and how they overcame them," IDGHQ Marketing Assistant **Nicole Kassel** observed.

Other attendees included **Dick Ridington**, *LOTUS*; **Bill Reinstein**, *NWW*; **Cherif Moujabber**, WEC; **Ken Kaplan**, *FCW*; **Randee Rubin**, *FCW*; **Barbara Boyd**, IMI; **Gordon Haight**, IMI; **Ray Corbin**, *Digital NEWS*; **Marianne Rutter**, *Digital NEWS* amd **Mary Doyle**, CW Publishing.

LotusWorld

-FROM PAGE 1

workgroup computing, networking and support.

ExecuTrain, the largest PC training company in the U.S. and a division of IDG since 1990, will collaborate with Lotus Development on a full day of hands-on, small group training classes on a variety of new releases and products.

The latest Lotus products and services will also be displayed in the exhibition hall, along with innovations from more than 60 vendors in imaging, executive information systems, interactive tutorials, and other technologies.

LotusWorld is sponsored by Lotus Publishing and produced by Danieli & O'Keefe; World Expo Corp. is serving as the international consultant. "After this year's event, we'll determine how often LotusWorld will be held on a worldwide basis," said **Jean Criss**, Lotus Publishing's director of strategic relations and LotusWorld coordinator.

For more information on LotusWorld, call Danieli & O'Keefe at (508) 443-3330.

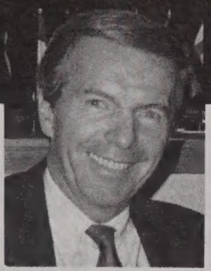
LotusWorld plans time for fun

LotusWorld will feature not only the highly informative conference program and exhibition but a whole series of special events to add spice to the showgoing experience.

- **"Passport to Prizes" Auction: Each full-conference attendee receives a special LotusWorld passport at registration, which is stamped at each booth the attendee visits. Each stamp is worth an undisclosed amount of "Lotus Dollar$" and can be redeemed on June 11 to bid for special prizes donated by Lotus Publishing, Lotus Development and third-party vendors.**
- **Theatre of Support Operations: LotusWorld provides a technical support group—live and on-site—staffed by senior Lotus technical experts. Attendees can see the technical problem escalation databases at work and one of the industry's most advanced and automated support centers in operation, listening in as live support calls are handled by Lotus Development's Cambridge-based support facility.**
- **Prizes for Good Ideas: In its May issue, *LOTUS* asked readers to bring in any good ideas they have for using Lotus software to the Lotus Publishing booth. All submissions will be entered into a prize drawing and the best suggestions will be published in a fall issue.**
- **The LotusWorld Store: A wide selection of Lotus software products will be on sale as well as Lotus Videos, Lotus Books, Lotus Courseware, special subscriptions to *LOTUS* and Lotus Newsletters, and commemorative anniversary mugs and T-shirts.**
- **The Grand Finale: To celebrate Lotus Development Corp.'s 10th anniversary in style, conference registrants will be among the special guests invited to a free concert at the Boston Garden featuring two legends of American music, Gladys Knight and Ray Charles.**

On line

ASK BILL



Q IDG's sick leave policy of only six days seems inadequate when compared with other companies', particularly for parents who need to take an occasional day to care for a sick child. Is IDG considering increasing its sick leave policy?

A As I have mentioned in the past, our HR people continually evaluate the overall benefits package in the U.S. vis-a-vis the industry and our direct competition. We are extremely competitive in terms of total number of vacation and sick days. Knowing there are unusual circumstances that arise, particularly with working parents, our managers have a good deal of discretion in granting time off for unusual conditions, such as caring for a sick child.

Q The U.S. seems to be entering a long-awaited period of economic recovery. How long before Europe sees the same?

A Many of the economists felt the recovery in Europe would be well under way by now; unfortunately none of them accurately predicted the effect of the German unification on the economies not only of Germany itself, but the rest of Europe.

With Germany providing the engine for growth in Europe, a record high post-war deficit (7% of GNP) and inflation in the 4.6% range has forced the Bundesbank to maintain high interest rates that have slowed growth both in Germany and the rest of Europe. If the union wage settlements are modest, and the government is able to rein in the deficit, there is a likelihood that interest rates will ease in the second half of the year. That in turn will allow other European countries to reduce their rates, which should lead to economic recovery. The first signs of a modest recovery in the U.K., combined with the ongoing recovery in the U.S., are the first positive signs we have seen in the last 18 months.

Q In a country such as Russia, where the value of the currency fluctuates so much, how can the value of an IDG business unit be properly assessed?

A In Russia and the former eastern bloc countries where we have investments, it is difficult to assess the economic value of the business. Given that these countries have non-convertible currencies (Russia soon to become convertible) and that they are making a slow transition to a market economy, it is obvious that we are investing for the future. Like China, where we have a very successful operation, we fully expect that these countries will develop rapidly; to do so will require rapid expansion of IT that gives IDG the opportunity to be the leading provider of information on IT.

Q Does IDG move its cash assets around the world to take advantage of the best interest rates, or is it all held in the U.S.?

A All operating units have requirements for working capital and fixed assets. Excess cash is, for the most part, remitted to the U.S. for investment. Those funds can then be invested in U.S. dollar or foreign denominated securities in order to achieve higher rates of return. If the latter, it means we have to hedge our currency exposure, the cost of which reduces yield.

Q With close to 100 separate business units worldwide, how do you assure that the financial activities are being handled properly in each location?

A In the U.S. most of the accounting activities are centralized with Group Controllers responsible for individual companies. There is also a financial person at each company who has responsibility for a detailed monthly review of operating results.

Outside the U.S. we have an operational and internal audit group based in London that interacts almost daily with most of the foreign units. They also conduct an on-site audit or review of each foreign unit at least once a year; in some cases we may use Deloitte & Touche to perform an interim review. At year-end all of the foreign operations are audited by an outside auditing firm, usually D&T. The year-end IDG audit by D&T pulls together all of the U.S. operations as well as consolidating all of the audited foreign statements. D&T then issues a Commentary Letter summarizing any deficiencies they may have uncovered either in the U.S. or in the foreign operations. These are corrected in the ensuing period.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk D. Butler.*

Question for (check one):

☐ Pat McGovern	☐ Walter Boyd	☐ Bill Murphy
☐ Don Kennedy IDG Australia	☐ Joe Levy *CIO*	☐ Francois Chaussonniere IDG France

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IDC opens three offices in Africa, one in Greece

Four new IDC offices have officially established operations this year in Greece, Nigeria, South Africa and Egypt, bringing the total number of IDC country locations to 35.

"With the opening of these four new research offices, IDC has significantly expanded the geographic coverage of its research network," said IDC President **Kirk Campbell.** "As a result, IDC is the only company able to provide clients with IT market research for every region on the globe.

The new African offices will carve out regions of specialization, with the Egyptian office providing research on Middle Eastern and North African countries. The Nigeria office will develop research for both West and East Africa, while the South African office covers all of southern Africa.

IDC GREECE

IDC Greece is a new division of an existing company, Strategic International Ltd., which has been involved in market studies, research, information services and consulting for the IT market since 1984.

"We're very happy to be in association with such an industry leader as IDC," said IDC Greece Managing Director **Kostas Kataras**. According to Kataras, the Greek IT market is in its infancy. "It's a small market and doesn't have a lot of marketing sophistication," he said. One of the company's challenges is to "educate our customers about the value of market research."

In late February, Kataras and his staff organized a presentation in Athens on IDC and developments in the Greek IT market. IDC Europe President **Roberto Masiero** was on hand to outline successful strategies for IT vendors in the '90s. More than 75 people attended, including senior executives from IBM, Bull, Apple, ICL and Hewlett-Packard; journalists and representatives from embassies and other organizations.

Later that day, IDC Greece hosted a lunch meeting with Masiero and the principles of the leading IT companies in Greece. The gathering was so successful that IDC Greece is considering organizing it twice a year to promote informal discussions among the group.

IDC
INTERNATIONAL DATA CORPORATION
Η Μεγαλυτερη Εταιρεια Ε
Αγορας
στο Χωρο της Πληροφορ
Κοσμο
Travel
Hotel

IDC Greece

Kostas Kataras, managing director of IDC Greece, delivers the opening address at the Athens conference.

In addition to Kataras, other key members of IDC Greece are Market Research Coordinator **Ionnis Spanos**, who also handles other projects, Market Analyst **Paschalis Bouchoris**, Marketing and Sales Manager **Kostas Marinis** and Conference and Promotions Coordinator **Vicky Machaira**.

IDC AFRICA (NIGERIA)

In February, at the first IDC IT conference held in Africa, more than 100 people listened to a host of experts discuss how the IT revolution holds a promise for prosperity for African countries.

The one-day conference in Lagos, Nigeria, "Africa's Response to the Challenges of Information Technology," was co-organized by IDC and IDG Communications (West Africa) Ltd., publisher of *PC World Africa* and now operating as an IDC office as well.

According to IDC Nigeria Managing Director **Samuel Ochapa**, the conference gave the new IDC representatives a chance to listen to the views of Africa's IT practitioners, consultants, vendors and end users as well as policy makers and planners. In turn, IDC Nigeria can "evaluate where it can contribute to the development of Africa's IT industry." In 1990, Nigeria ranked 46th out of the top 50 worldwide IT markets, with $122 million spent on IT systems.

Conference speakers included IDC Europe President Masiero, Nigerian IT specialists and noted artificial intelligence consultant Dr. Evans Woherem from the U.K.

IDC MIDDLE EAST

IDC's operation in Egypt is under the direction of the Wafai Group, a research, advertising and publishing firm, which signed a license agreement with IDG last summer to publish *PC World Middle East*.

IDC Middle East's first research project begins next month and will be a comprehensive study of the IT market in 18 Middle Eastern and North African countries. *Middle East Information Technology Market, 1993* will be the first survey-based IT market research that has been done in this region with consistent definitions and data for all countries studied. It will cover the years 1989-1991 with projections for 1995.

"Data collection is very difficult in this region," said Research Director **Cheryl H. Wafai**. "Needless to say, it must be done by Arabic-speaking people who have substantial experience in international IT market research. Before the Wafai/IDC venture, this type of expertise did not exist."

Other key members of the IDC team are Wafai Group President **Dr. Mohamed Wafai**, Chief Researcher **Mohamed Elhady Elmahdawy**, MIS Consultant **Dr. Aref Rashad** and Senior Researchers **Jehan El Tigi** and **Heba Kelada**.

In 1990, Egypt was the 43rd largest IT market in the world, spending $165 mil-

- SEE PAGE 5

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK May 18, 1992

SENIOR DIRECTOR, NATIONAL ACCOUNTS (IDG/ETA)

Emerging Technology Applications is seeking a person responsible for marketing and selling customized databases and database marketing solutions to major vendors in the information technology (IT) market. Candidates should possess 5 to 10 years of success in selling information services, database products and direct marketing services preferably in the IT industry. Must possess highly developed proposal and presentation skills, proven track record in closing sales and achieving numbers as well as the ability to develop and sell customized, high value added information solutions. Extensive travel required.

EDITORIAL DIRECTOR (IDG/NG)

The International News Group is seeking a candidate who will have day-to-day responsibility for operating and developing the IDG News Service. Will manage staff in Boston and around the world. Must work well with editors from different cultural backgrounds. Will have expense budget responsibility for News Service. Strong editorial credentials required. Extensive editorial experience including reporting and/or management of reporting staff also required.

MAIL CENTER ASSISTANT (IDG)

IDG Headquarters is seeking an entry level 30 hour per week employee to work 1 p.m. - 7 p.m. Monday - Friday. Responsibilities include processing and delivering mail, doing warehouse runs, organizing inventory, maintaining the Research Library as well as a wide range of other duties. Will supply vehicle, but a valid driver's license is required.

ASSISTANT TO GROUP SHOW MANAGER (WEC)

Provide administrative and clerical support to include: typing, answering phones, making travel arrangements, processing invoices, tracking budgets, assisting with vendor contracts and providing support with show logistics. Excellent communication skills, word processing skills and a working knowledge of Lotus 1-2-3 required. Two or more years of office experience and some travel required.

ACCOUNT MANAGER (LPC)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. To service and maintain all advertising after the sale is made. Must have a minimum of 2 years outside advertising sales experience. Will have full outside sales territory responsibility. (San Francisco office)

ACCOUNT MANAGER (LPC)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. To service and maintain all advertising after the sale is made. Must have a minimum of 2 years outside advertising sales experience. Will have full outside sales territory responsibility. (Los Angeles office)

SENIOR RESEARCH ANALYST, NETWORK INTEGRATION SERVICES (IDC)

Will conduct primary research, write reports, analyze key market trends, represent IDC at industry conferences and events, provide active marketing and sales support, and support client information requirements on the topics of network planning and design, implementation and integration, operations management and network outsourcing. Qualified candidate will have 3 to 5 years research/consulting experience and/or experience in analyzing Network Integration Services. Requires strong writing, research, public speaking and client service skills.

SENIOR ANALYST, SURVEY RESEARCH (IDC)

Will be responsible for analyzing and preparing reports on primary survey research undertaken for the group as a whole as well as for individual programs. The analysis will extend to the presentation of the factual results, with the interpretation of the results being the responsibility of the individual program managers. Requires a thorough working knowledge of statistics, survey research methods, questionnaire design, database design and SPSS including reporting, significance testing, non-parametric statistics and programming, Excellent communication and writing skills are required.

ACCOUNT REPRESENTATIVE (PCW)

PC World is seeking an aggressive display Sales Representative to assist the efforts of the Account Mangers in the Eastern Division. This is predominantly an inside sales position based in Rochelle Park, NJ. Candidate should have telemarketing experience and knowledge of personal computer products and the industry.

ADMINISTRATIVE ASSISTANT (A) (PCW)

To support the Advertising Director for Market Development & the Northern California Lotus Representative in all administrative facets of advertising sales, to include clerical support; office support; customer service, and general support as needed. Familiarity with IBM or compatible systems required. Proficiency in a word processing, spreadsheet, and database program preferably in Microsoft Word, Quattro Pro or Lotus 123, and Q&A. Excellent organizational and communication skills. Ability to work well under pressure, able to juggle multiple tasks. Familiarity with publishing and/or advertising a plus.

MARKETING COORDINATOR TRADE SHOW & SPECIAL EVENTS (IMI)

To administer trade shows and special projects for *Publish* and *Sunworld* magazines and monitor project costs according to established budgets. To target marketing opportunities and promote the publications. To maintain and track marketing budgets for all shows and events. Familiarity with personal computer and desktop publishing industries to evaluate and develop program material. Excellent interpersonal skills. Knowledge of media strategy and familiarity with advertising trade press is desirable. Budgeting or project cost analysis required. Must be proficient on the Macintosh and able to travel.

MARKETING COORDINATOR PROMOTION & PUBLIC RELATIONS (IMI)

To assist and coordinate the development and distribution of effective, high quality promotional materials to support the ad sales efforts of both *Publish* and *Sun World* magazines. To monitor promotional costs according to established budgets. To target marketing opportunities and promote both magazines [illegible] their target advertiser markets. Familiarity with personal computer and desktop publishing industries to evaluate and develop program material. Excellent interpersonal, communication and organizational skills. Ability to meet stringent deadlines. Working knowledge of graphic design and print production is required. Must be proficient on the Macintosh and able to travel.

MARKETING ASSISTANT (GPI)

Will assist Marketing Manager in the areas of ad sales support, trade shows, public relations, promotion, special products and marketing administration. Requires at least 2 years experience as a marketing, sales, advertising or promotion assistant for a publisher, for a company in the video game industry, or for a company that markets to the youth industry. College degree preferred.

Job Opportunities

Revised: May 18, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Editorial Director	Int'l News Group, Boston, MA	B. Corry	(508)935-4416
IDG	Mail Center Assistant	One Exeter Plaza, Boston, MA	M. Cornetta	(508)935-4734
IDG	Recruitment Assistant (Part-time)	Framingham, MA	S. Rogers	(508)935-4161
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
WEC	Asst. to Group Show Manager	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS*, San Francisco, CA	J. Edman	(415)978-3250
LPC	Account Manager	*LOTUS*, Los Angeles, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Librarian	Mountain View, CA	M. Walsh	(508)935-4253
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	Associate Editor	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP*, Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Account Representative	*PCWorld*, Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Administrative Asst. (A)	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Public Relations Manager	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld*, San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld*, San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld*, San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Reviews Editor	*PCWorld*, San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Mrkting Coord.- Shows & Events	*Publish/SunWorld*, San Fran., CA	B. Gray	(415)267-1791
IMI	Mrkting Coord.- Promo & PR	*Publish/SunWorld*, San Fran., CA	B. Gray	(415)267-1791
IMI	Reporter	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Graphics Specialist	*CWPI*, Framingham, MA	N. Kowal	(508)879-0700
CWPI	Part-time Clerical Support (2)	CW Database Div., Framingham, MA	J. Oteri	(508)879-5000
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWPI	Part-Time Editorial Asst.	*CWPI*, Burlingame, CA	M. Scott	(415)347-0555
CWPI	Sales Assistant	*CWPI*, Rochelle Park, NJ	P. D'Amico	(201)587-0090
GPI	Marketing Assistant	*Gamepro*, Redwood City, CA	D. Vernon	(415)363-5200
GPI	Production Assistant	*Gamepro*, Redwood City, CA	L. Kavish	(415)363-5200
GPI	Associate Editor	*Gamepro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Account Manager	*Gamepro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Director	*Gamepro*, Redwood City, CA	J. Rouseau	(415)363-5200

IDC

- FROM PAGE 4

lion on IT systems.

IDC SOUTHERN AFRICA

BMI-TechKnowledge (Pty) Ltd. (BMI-T), the largest IT, telecommunications and electronics market research company in Southern Africa, joined the IDC family of companies in January. Now also known as IDC-Southern Africa (IDC-SA), the firm specializes in IT research, and having researched the Southern African IT industry since 1983, has compiled the most comprehensive database of its kind in the seven-country region.

According to IDC President Campbell, the lifting of U.S. economic sanctions against South Africa and the clear transition under way to majority rule government made it possible for IDC to open a research office in this important region.

IDC-SA conducts more than 4,000 interviews each year, including in-depth studies of the usage of IT in specific industry sectors. IDC-SA also conducts extensive secondary research, with sources including conferences, journals and international market research reports to position the South African IT industry against an international backdrop.

Directing this program is a full-time staff of 10 and a part-time staff of 25. Managing Director **Denis Smit** oversees the operation and focuses much of his attention on developing new products to serve an ever-changing industry. Director **Brian Neilson** manages the IT division and its subdivisions: Software and Services, PCs and LANs, Open Systems, Large Scale Systems, Midrange Systems and Networks. **Alan Paul** manages the company's electronics and telecommunications division.

"We are delighted to be IDC's sole agent in Southern Africa, and to have IDC as our international partner," said Smit. "The partnership is extremely important to our company as it brings us that much closer to the source of technology issues, and allows IDC access to this strategic part of the globe. Southern Africa stands to be a real growth area for investors in the coming years, particularly for those companies that know the 'lay of the land' here and develop sound investment programs. IDC-SA is in the perfect position to help companies make those decisions."

IDC-SA counts among its clients leading South African organizations such as ISM (IBM), Unidata (Unisys), ICL, NCR and most of the region's leading IT vendor companies. Most of the country's largest IS user organizations are also clients.

SHERATON HOTEL LAGOS

IDC

(L-R) Iwa Gbobaniyi of the Federal Ministry of Education, IDC Nigeria Managing Director Samuel Ochapa and Roberto Masiero, president IDC Europe, at the IDC Nigeria conference.

S.A. IT Market poised for growth

As South Africa continues to dismantle apartheid, the world is taking a renewed interest in the country as a trading partner and as a country ripe with opportunities for investment. The computer and electronics industry is no exception to this phenomenon. IDC Southern Africa's goals are to facilitate the trade of information about these industries, both into South Africa from the rest of the world, and from SA to the world community.

Worth approximately $2 billion, South Africa makes up about 1% of the world's computer market, and tends to follow world trends, although lagging by up to two years in some areas. South Africa and its IT industry have not escaped the worldwide recession, and IS departments in numerous corporations have been consolidating, downsizing applications to smaller platforms and generally doing more with less.

IDC Southern Africa's research shows that the IT market is particularly sensitive to general economic conditions and business confidence, conditions that can be quite volatile as the country works its way through its political restructuring.

An upswing in the economy is expected in 1992, with consequent growth in the IT industry.

One of the most exciting developments in the South African IT market is the increased interest in investment by foreign-based companies following the recent political changes. One of the direct signs of this renewed interest are increased inquiries to IDC-SA from several potential investors, including major players in the IT market, in the past weeks.

- Denis Smit,
IDC Southern Africa

Noteworthy !

PROMOTIONS

Ed Chittenden has been appointed associate publisher of *Publish* magazine. An employee of Integrated Media Inc. and PCW Communications for more than six years, Chittenden began his career as a fulfillment coordinator, moving to promotion coordinator, circulation manager and circulation director. Chittenden's primary responsibility will be to supervise all budgets and tactical operations for the staff, as well as all levels of operations for the magazine.

■ ■ ■

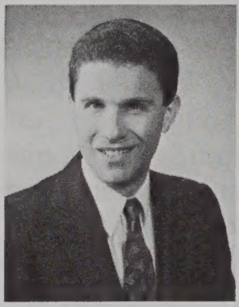
Network World's **Skip MacAskill** has been promoted to staff writer and will be working with **Maureen Molloy** in covering the internetworking beat for *NW*. MacAskill joined *Network World* full-time in 1991 and, according to Vice President/Editorial **John Gallant**, "has done a great job on the copy desk, quickly picking up our style and keeping an eagle eye cast on accuracy and clarity." MacAskill has also voluntarily taken on a number of writing assignments, particularly helping Senior Editor **Wayne Eckerson** in the management strategies section. Prior to joining *Network World*, MacAskill served for three years as sports editor for a weekly chain of newspapers in southern New Hampshire as well as special section/features reporter for a community newspaper in Salem.

Network World has also announced the promotions of **Bill Reinstein** to the new position of director of special projects and **Pam Valentinas** to senior account manager/recruitment.

NEW APPOINTMENTS

Kimberly Stein joins *PC World* as research editor in charge of verifying information, researching and copy editing. She received a BA in journalism from the University of Arizona and is a board member of the San Francisco Chapter of Women in Communications, a patron member of the San Francisco Film Society and a member of the San Francisco Museum of Modern Art.

■ ■ ■


cio

Genovese

Frank Genovese joins *CIO* as eastern regional manager located in the New Jersey office. He will be responsible for new business development as well as existing advertising accounts in New York, New Jersey, Connecticut and Pennsylvania. Genovese comes to *CIO* with 10 years of advertising sales experience. Most recently, he was with *SunWorld* and prior to that he was with *Healthweek*, *Computerworld* and *Restaurant Hospitality Magazine*.

■ ■ ■

Rosemary Neece joins *InfoWorld* as executive assistant reporting to Publisher **Bob Metcalfe**, President **Jim Casella**, Senior Vice President **Stan Vanocur**, and Senior Vice President of Operations **J. Michael Lowe**. Prior to joining IDG, Neece was director of editorial services at Ziff-Davis Publishing's *MacUser* magazine. Neece graduated from the University of Texas with a degree in education. In her spare time she enjoys hiking, biking, flying and playing the piano.

Also new to *InfoWorld*, but not so new to IDG, **Steven Vito** joins as vice president/national accounts. Vito was previously with *Byte* magazine as associate publisher/vice president of marketing, and prior to that was publisher for *PC Resource*. Vito will be responsible for increasing the advertising revenue of a key account list. He received both a BA and MBA from Boston College and enjoys golfing and playing the piano in his spare time.

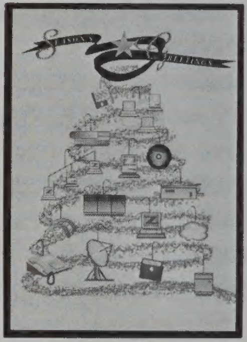
■ ■ ■

Tom Wilson has been appointed vice president/sales for *Network World*. Wilson will direct the advertising sales efforts of *Network World* nationally for eight district offices as well as oversee the publication's classified advertising department. "Tom's foresight, professionalism and leadership skills make him the ideal person to lead our sales efforts," said President and Publisher **Colin Ungaro**. Prior to joining *Network World*, Wilson was vice president and advertising director for the *National Law Journal* and the *New York Law Journal*. He has also served as publisher for *Fiberoptic Product News* and *Lasers* and *Optronics* magazine, and eastern sales manager for *Advertising Age*.

■ ■ ■

IDG Australia welcomes telemarketing executive **Anthony Frost**, who'll be working on *Reseller* and handling training and recruitment sales. His previous job involved overseeing trades at the futures exchange. A graduate of the Sydney College of Advanced Education, Frost enjoys sports, music, good food and "basically the good things in life."

AWARDS



Network World's 1991 greeting card, designed by Reprints Coordinator/Graphic Designer **Donna Kirkey**, recently won an award for excellence from the New Hampshire Graphic Arts Association.

A variety of IT products served as ornaments.

■ ■ ■

One of *Network World*'s 1991-92 circulation direct mail pieces received a second place award from the New England Direct Marketing Association in the category of "best use of personalization." Circulation Director **Richard Priante** assisted with the creation of both the design and copy.

MISCELLANEOUS

IDG's publishing operation in Switzerland has changed its official name to IDG Communications AG. The office also has new phone and fax numbers:

Phone: +41-1-387-44-44
Fax: +41-1-387-45-80

LoSapio celebrates 10th anniversary

RITZ-CARLTON

World Update

Pat McGovern and Fred LoSapio outside the Ritz-Carlton.

Back in the spring of 1982, Fred LoSapio joined *Computerworld* as sales assistant in the Paramus, N.J., sales office. Six months later LoSapio was appointed account executive. Later he was promoted to district manager and in July 1990, LoSapio was promoted to his current position of senior district manager in the Rochelle Park, N.J., office. LoSapio graduated from Jacksonville University in Florida and enjoys golfing and camping in his spare time. He lives in Green Village, N.J., with his wife and two children.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in May. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS
Mary Dolaher - IDGHQ

NINE YEARS
Dorothy Adams - IDG Australia

SEVEN YEARS
Frank Gens - TIS Corp.

FIVE YEARS
Stephen Lennox - IDG Australia
Mary Musgrave - IDC
Richard Johnson - *PC World*
Regina Clark - *Federal Computer Week*

THREE YEARS
Clarisse Burger - IDG France
Kim Nash - CW Publishing

TWO YEARS
Gigi Wang - IDC
Sergio Rizzi - IDG Italia
Charlotte Trim - IDG France

ONE YEAR
Greg Folson - Lotus Publishing
Cynthia Frederick - IDC
Richard Zwetchkenbaum - IDC
Nancy Battey - IDC
Trace Weatherford - IDC
Mary Harvey - TIS Corp.
Janell Genovese - CW Publishing
Lisa McFarren - CW Publishing
Kyle Nitzsche - *Digital NEWS*
Colleen English - *Federal Computer Week*

Chairman's Achievers

The name of the new Chairman's employee recognition program has been changed to avoid confusion with the IDG Corporate STAR Awards. To nominate outstanding employees, please use the form inserted in this week's issue.

María José Marzal
Journalist, *Computerworld España*

During February and March, María José Marzal coordinated all the staff work for a survey of the 100 largest Spanish IT companies. The ranking, published in *Computerworld España*, was the most complete survey of its kind ever conducted in Spain and was completed just two months afer the close of the fiscal year for most of the companies. Marzal reviewed more than 300 questionnaires, analyzed the results and prepared in-depth profiles of the 10 largest companies. "The ranking has been published in other business publications, and numerous trade associations, and CEOs are using it as an important market reference," said Financial Controller **Alvaro Morenes**.

Adriana Amedei
Editor, *Networking Italia*

Adriana Amedei joined *Computerworld Italia* in 1987 covering telecommunications and networking issues. When offered the opportunity to manage the launch of *Networking Italia* last year, she quickly took charge, remaining at the IDG office alone in August when virtually every company in the city was closed. Amedei "produced the first issue in October on schedule, and she continues to produce a very good product, with an average of 96 pages each month, with just one colleague," said Editor-in-Chief **Silvia Petrella**. Amedei has actively pursued other projects, organizing a successful roundtable discussion last month at the IDG office, "The Impact of LANs in a Company," that attracted 21 vendors, distributors and end users.

Off line

Win Your Own

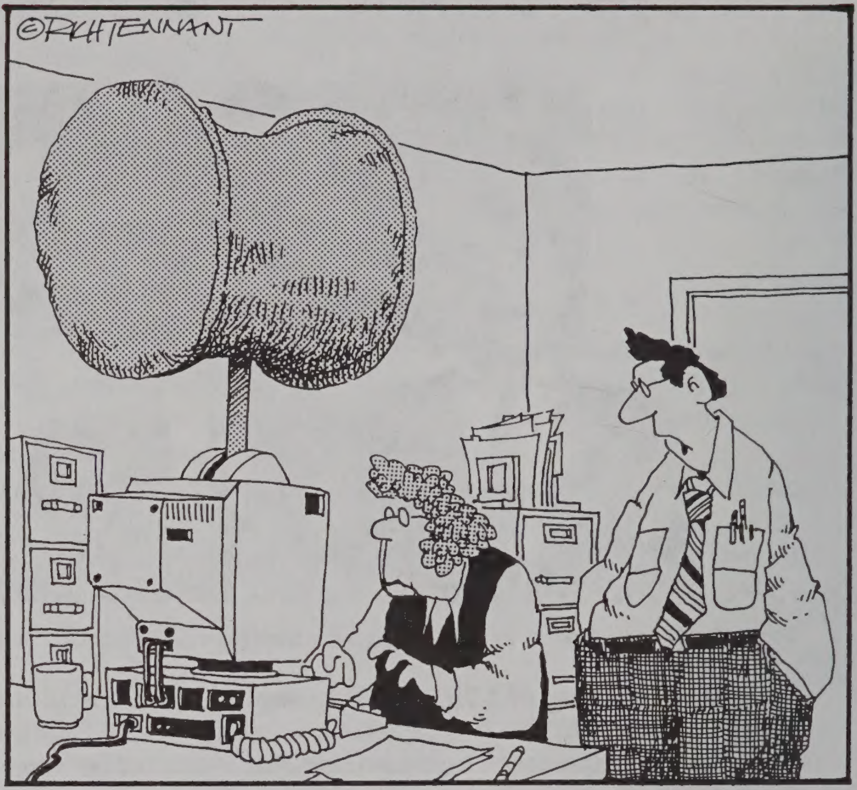
World Update
RKHTENNANT

Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 9. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith.

Have fun!



IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

**Spotlight:
Who's who
at One Exeter Plaza**
- PAGE 2

**Walter Boyd
reflects
on IDG's evolution**
- PAGE 5

**Managers
discuss benefits
of decentralization**
- PAGE 6

IDG World Update

VOLUME 22, NUMBER 21

MAY 25, 1992

International Data Group

Founded: 1964
**Location: One Exeter Plaza
Boston, Mass.**
**Number of employees
at Boston headquarters: 22**

Special Issue on IDG Headquarters

In a 15th floor office overlooking Boston's historic Back Bay neighborhood, the team at IDG Headquarters works collaboratively to keep pace with the activities of IDG operations worldwide. This week, IDG World Update *takes a look at the evolution of IDG Headquarters, its corporate philosophy and the staff within the Chairman's Office, the President's Office and the Finance Department.*

IDG HQ functions as a corporate "client server"

Pat McGovern, outside IDG's first office in Newton, Mass., in 1963.

World Update *asked Chairman Pat McGovern for his thoughts on IDG's corporate philosophy.*

Our organizational style, with the decentralized structure yet with considerable sharing of information, know-how, and resources between companies, is getting to be known as the "networked organization". Each node of the network has a high degree of autonomy in its operations. The job of headquarters is to be the "client server," which provides needed data, information, know-how, and resources to each of the business unit nodes. The structure also facilitates a great deal of communication and cooperation between business units. I believe IDG has pioneered this business structure, and increasingly, other companies are recognizing this structure as a very effective way to improve service for customers while retaining an environment in which people enjoy the freedom, flexibility, and adaptability of a small company supported with the resources of a large organization.

IDG HQ moved to its present location in Boston in 1990.

Spotlight

Teamwork keeps IDG headquarters hub humming

(L-R) Louise Reed, Mary Dolaher, Helene Lansberg, Manny McGovern, Nicole Kassel and Maggie Murphy

CHAIRMAN'S OFFICE

Maggie Murphy, executive assistant to the chairman, joined IDG in March. She's responsible for managing the Chairman's Office, which includes developing briefing materials for customer meetings, overseeing and coordinating Pat McGovern's travel, reviewing correspondence and supervising the administrative support staff. A graduate of Salem State College with a BS in business education, Murphy enjoys golf and is a member of the Boston chapter of St. Jude Children's Hospital.

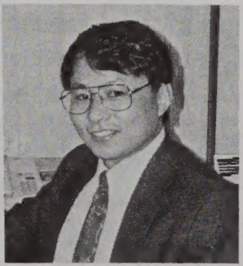
Executive Assistant **Louise Reed**'s varied responsibilities include processing dictation, overseeing outgoing correspondence, maintaining up-to-date files and overseeing arrangements for the Board of Directors' meetings, including the preparation of the meeting books. Reed studied business at Fischer Junior College and has taken numerous management courses. Outside the office, she enjoys gourmet cooking, classical music and walking.

In addition to administrative responsibilities, Executive Assistant **Helene Lansberg** assists in the management of numerous projects, including the International Employee Survey, Quarterly Resource Bank Questionnaire and the Chairman's Achievers Program. She also assists with planning and organizing the annual holiday party, corporate video and corporate brochure. Lansberg has a BS in marketing/business administration from Northeastern University and enjoys traveling, dancing and dining out.

Mary Dolaher, who has served as Pat McGovern's executive assistant for most of her 10 years with IDG, was recently promoted to director of communications. She will be responsible for the overall direction of IDG's Corporate Communication Program, which includes the IDG corprate video and brochure. She will also manage the employee recognition and Chairman's Award programs, as well as work with IDG's PR firm on media-related matters. When this issue of World Update was going to press, Dolaher and her husband, **Paul Bonarrigo** of *Computerworld*, were awaiting the birth of their first child.

Marketing Assistant **Nicole Kassel**'s responsibilities include working with graphic designers and video production houses, maintaining and distributing corporate media kits, special events planning and assisting with the corporate contributions program. She has a B.S. in marketing management from Syracuse University and enjoys reading, traveling and baking.

Hugo Hsiung, associate to the chairman for Asia business development, assists IDG's Asian offices with improving their existing projects and identifying new market and product opportunities. A native of the People's Republic of China, Hsiung served as associate editor of *Electronic Business Asia* and was a free-lance reporter for the *China Daily* before he came to IDG last year. He is pursuing a Ph.D. in international relations and foreign policy at Boston University, from which he also earned an MS in journalism. Outside the office, he finds time to attend concerts and play basketball, tennis and ping pong.



Hsiung

Prompted by the hectic schedule pace set by Chairman Pat McGovern, a former IDG employee jokingly suggested cloning the Chairman so that he could maintain a presence in the office even while traveling. In 1982, a life-size manequin was created to resemble Pat McGovern and occupy his office while he was away. Affectionately known as Manny, his face was based on a bronze bust of McGovern, originally made with papier mache and later recast in plastic. Manny occupies a seat of honor next to the Chairman‘s desk.

PRESIDENT'S OFFICE

As a member of the IDG Executive Committee, President and Chief Operating Officer **Walter Boyd** is responsible for making sure that the day-to-day operations of the company are on target including: having the right manager in the right job at the right time and overseeing business projections and quarterly and monthly business plans. Trained as a pianist before he began his publishing career, the 24-year IDG veteran is an avid concert-goer and also makes time for reading, bodybuilding and walking. He also serves as the Chairman of his hometown AIDS Support Group and is very active in many associated activities such as fundraising and education.

Amy Silberman (L), Judy Bonosoro

Vice President/Corporate Services **Marion Kibbee**, an IDG veteran of 17 years, handles a multitude of tasks, including coordinating meetings with IDG's global business units, such as the regional and worldwide managers meetings; preparing the annual calendar for review meetings, and managing the President's Office budget, communications and staff. She also fields numerous general information questions from worldwide managers and staff. A business major via New Hampshire College and Mass. Bay Community College, Kibbee enjoys skiing in the western U.S. and making time for family and friends.

MIS Manager **Bob Merrick** divides his time between serving as MIS guru for IDG Headquarters, PC/Mac consultant for other IDG offices in the Boston area, and database programmer for Adbase and the Finance Department's international finance reports. He holds a BS in electrical engineering and enjoys sailing in his spare time.

Donald Young, operations manager/corporate services, manages the IDG HQ mail center as well as leasehold improvements and facility operations at the One Exeter Plaza office. He continues to assist Walter Boyd with everyday administrative operations, including scheduling appointments, distributing correspondence and organizing special projects. Young attended Bridgewater State College and counts among his interests weightlifting, dancing, movies and the arts.

Debbie Waters-Colacchio, executive assistant to the vice president/corporate services, specializes in arranging international travel schedules and provides overall assistance in day-to-day duties including coordinating meetings and office directories. A graduate of Mass. Bay Community College, she enjoys collecting antiques, going to flea markets and spending "quality time" with her two children.

Receptionist **Linda Bowes** worked at IDG Headquarters office in Framingham from 1985-88 and rejoined the group in Boston last year. Renown for her unfailingly courteous attention to callers, Bowes also schedules the office boardroom calendar and handles other administrative duties. She's taken a variety of veterinarian and business administrative courses, enjoys parasailing and snorkeling, and might soon take up skydiving.

Department Assistant/President's Office **Judy Bonasoro** maintains the master files and inventory of corporate tickets, distributes the monthly commentary books for board meetings, inventories supplies and works on other general projects. She has an early education degree from Wheelock College and enjoys tennis, working with children of all ages and being a mom to her three children.

Amy Silberman, administrative assistant/corporate services, provides information services to business unit managers and keeps the IDG board meeting calendars and worldwide address lists current. She has a BFA from Emerson College and, when not checking out the local music scene, enjoys creative writing, travel and spending time with family.

Office Assistant **Allen Grome** maintains the office library and handles day-to-day office responsibilities such as shipping and receiving. He received a psychology degree from Florida State University and enjoys most sports, including rugby, football and basketball.

FINANCE DEPARTMENT

Executive Vice President/Finance **Bill Murphy** is a 22-year veteran of IDG. As chief financial officer, Murphy's areas of responsibility include financial reporting and analysis, internal and external audit, internal financial controls, asset management, risk management, banking regulations and legal relations. He holds a BS in accounting and an MBA in finance and enjoys golf, tennis, gardening and cooking in his free time.

Susan Petrie, director of financial analysis and planning, is responsible for managing IDG's worldwide strategic planning, annual budget and forecasting processes and reviewing ongoing operational performance. Petrie is also reviews and analyzes new business proposals and making recommendations to IDG's Executive Committee on investment oppor-

- SEE PAGE 7

(Back, left) Bob Merrick, Chris Connery, Allen Grome, Donald Young, Walter Boyd (Front, left) Debbie Waters-Colacchio, Marion Kibbee and Linda Bowes

IDG: Focused, decentralized and thriving

IDG Chairman Pat McGovern shared his views about IDG's decentralized operating style with World Update.

WU: What is your definition of our decentralized operating style?

PM: IDG is organized into customer-focused business units. Each business unit is headed by a chief executive officer who has the authority to manage all aspects of the business unit. The business unit head reports to a board of directors as would the chief executive officer of any individual company.

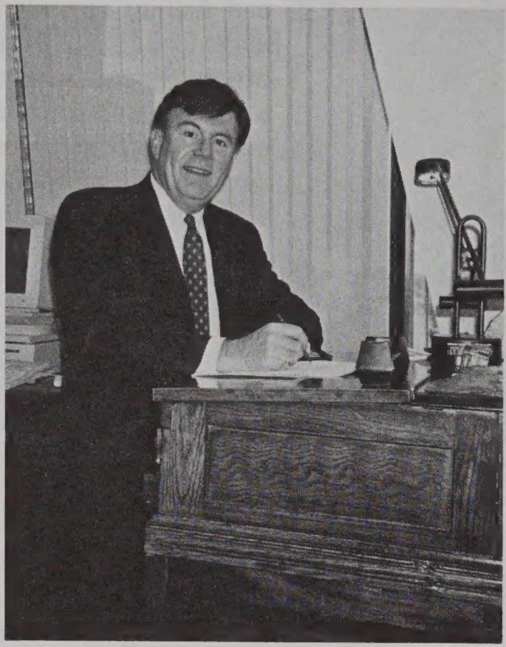
WU: What is the reason for IDG's decentralized operating style?

PM: We believe the heart of a successful business is being able to find a customer need in the market within our corporate mission, and being able to fulfill that need with an excellent product or service, first-class customer support, and with a price that gives a good value to the customer and a profit to our business unit.

Therefore, a focus on identifying customer needs and fulfilling them is a key to business success. In our decentralized style, the time and attention of the people in our business units can be focused on customer needs, not negotiation with headquarters as occurs in centralized companies. Also, our customers are treated better and feel more important because our business unit managers can make final decisions themselves, rather than having to wait for approval from a distant headquarters.

WU: Since IDG gives a lot of autonomy to its business units, why is a business unit more successful within the IDG family than it could be outside of it?

PM: IDG promotes competitive superiority of its other business units versus competitors by sharing five key resources.



World Update

Pat McGovern in a (relatively) rare quiet moment in the office.

1. We share our corporate values, which guide us in enhancing the skills of our people in focusing on the needs of our customers.

2. We share the enormous amount of market intelligence, industry developments, product line trends, worldwide news, headquarters marketing resources and our IDG corporate image with all of our business units.

3. We share our skills and know-how through our product line meetings, our job function meetings, and our management training programs.

4. We share the success of IDG through the worldwide employee stock ownership plans.

5. We share our financial resources by providing the funding needed to support the expansion plans of our current business activities and to fund the launch of new activities.

WU: How has the IDG decentralized operating style worked?

PM: IDG has been able to maintain a rapid rate of growth, and an exceptional level of innovation and new product development over the last 20 years. IDG has launched over 160 new publications within the last 12 years, 154 of which are still operating successfully. That is a record untouched by anyone in publishing history!

Our research companies are more broadly based in covering IT markets than any other. And, our exposition company has been able to partner with our business units to grow from eight expositions in 1989 to 96 over the next 12 months, thereby becoming the largest computer and communications exposition producer in the world.

WU: What are your expectations of IDG business units?

PM: We ask each business unit to strive to achieve success on three measures.

1. We ask each business unit to survey its readers and/or customers several times a year and to win the "highest quality" and "most useful" categories.

2. We ask each business unit to survey the people who work within the business unit at least once a year, to determine their opinion of ways in which we can ensure that the business unit is considered an excellent place in which to work. The unit should get a good current grade and should make positive progress in each annual survey, compared to the last one.

3. We ask each business unit to prepare its own annual plan. Once the plan is approved, we do not hold them accountable for the revenue line, because we know that economic changes and the addition or withdrawal of competitors can impact the revenue line. However, we do ask them to adjust their expenses to reflect the changes in revenue in order to achieve the bottom line.

From All Walks of Life
Pledge Walk 1992
How-To Sheet

Where should I bring my pledge sheet?
If you have not already submitted your pledge sheet to your team captain, please do so no later than 9:00 a.m. Wednesday, May 27th. You must return the *original* pledge sheet (not the copy) to your team captain in order to be pre-registered for the walk on Sunday, May 31st at 9:00 a.m. Team captains will be bringing your pledge sheets to the 5 Speen Street, Human Resources board room for collection. Please note, the collection will be an ongoing process all day. Should you need to make arrangements to meet after 5:00 p.m. please call Jay Boviard at ext. 4413.

How and where do I collect my AIDS Actions Committee prizes?
If you have collected enough pledges to qualify for prizes from the AIDS Action Committee, a representative will be present between the hours of 12:00 and 2:00 p.m. at 5Speen Street on the 27th. The representative will be pre-registering individuals and handing out the Walk mugs, T-shirts, sweatshirts, and coupons to redeem for New Balance athletic shoes or the Polaroid Spectra System camera.

Transportation
Buses will be departing from the 5 Speen Street parking lot at 7:30 a.m. the morning of the walk. They will drop passengers off at the west end of the Boston Common.

The buses will be returning after the *That's What Friends Are For* simulcast at approximately 3:30 p.m. The bus will meet the walkers in front of the Bull and Finch Pub (the "Cheers" bar) at 84 Beacon Street and return to the 5 Speen Street parking lot. (This is the closest buses can get to the finish of the walk and is just a 5-minute walk.

The closest T stop is the Boylston stop on the Green Line. Another option is the Park Street stop found on both the Green and the Red Lines. It is a bit further, however.

Where do we meet?
The IDG walkers will be meeting before the walk next to the tent marked “Corporate Team Tent.” The tent is 30x30 feet, highly visible, and is near the registration tent by the Parkman Bandstand. Be on the lookout for our IDG logo-imprinted balloons to mark where we will be grouping.

Team photos
The AIDS Action Committee’s photography team is available between the hours of 7:00 and 9:30 a.m. They will be photographing the teams on a first-come, first-served basis. The earlier we all group, the more likely it is we will not have to wait.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK May 26, 1992

GRAPHIC DESIGNER INTERN (WEC)

World Expo is looking for a summer intern willing to work unpaid for the in-house marketing department. Candidates should be college students majoring in graphic design and be able to work 20-30 hours per week. Knowledge of basic print production and Macintosh computer (PageMaker) a plus. Samples of any type of design/artwork should be provided at the interview.

ASSISTANT TO THE V.P. OF SALES (NWW)

Responsibilities include: share-of-market tracking, correspondence, filing, travel arrangements, expense tracking, assisting the sales representatives, presentation and preparation, media kit requests, etc. Good phone presence and the ability to work well under deadline pressure a must. Candidate should have 2-3 years of experience, be well organized, have good interpersonal skills and be able to work independently. Macintosh skills are a must; spreadsheet and graph skills a plus.

PART-TIME EDITORIAL ASSISTANT (LPC)

Will provide administrative support to the editorial staff. Assist in subscriber support, update database information, maintain editorial files, and work on special projects as requested. Requires a working knowledge of a PC, experience with word processing, and 1+ years related-business experience. Typing at 50 wpm. Must be able to handle numerous tasks at once and be attentive to detail. Must possess excellent communication skills and the ability to be flexible.

ASSISTANT MANAGING EDITOR (DNP)

Need experienced copy and layout editor who is able to juggle several tasks at once: copy editing, page layout, headline writing, typesetting, corrections and, in the Managing Editor's absence, supervising the edit/production process. Must have 3+ years experience, preferably at a computer trade publication. Knowledge of Quark Xpress and Mac-based word processing preferred.

SALES ASSISTANT (CBP)

Candidate will provide sales support for Sales Rep. Duties include: word processing on Macintosh, dictaphone transcription and back-up support for receptionist. Must have excellent communication and organizational skills. Knowledge of Microsoft Word preferred. Minimum 1 year office experience.

RECEPTIONIST (CBP)

Will provide front desk reception for *Computer Buying World*. Duties include: directing calls, greeting guests and word processing on a Macintosh. Must have excellent communication and organizational skills. Knowledge of Microsoft Word helpful. Minimum 6 months prior office experience.

TEST CENTER MANAGER (SWP)

To develop, run, and report on tests, and write comparisons, for the reviews and comparisons portion of Sunworld, as agreed to by the editors in accordance with the editorial calendar; and to manage other Test Center personnel. Familiarity with the advanced computer systems industry and its applications, an ability to put computer products through their paces and write useful comparisons on deadlines. Requires technical background in software engineering, good communications skills, a working knowledge of a word processing program; and the ability to work well with clients, vendors, and staff members.

DESIGNER (IMI/PUB)

With direction from the Art Director, responsibilities include the design & layout of the editorial content of Publish Magazine. Must have background in magazine art design. Excellent conceptualization talent and skills for developing editorial illustration and photography. Good communication skills, ability to develop rapport with editors, free-lance illustrator and photographers, able to work well with clients, vendors, and staff members. Must have Macintosh desktop software program experience.

DIRECTOR OF AD SALES (IMI/PUB)

To manage all functions of the ad sales department. Must have proven track record in display advertising and classified advertising in a computer publishing marketplace. Must be able to develop sales and marketing strategies and ability to implement them successfully to yield high revenue return. Ability to manage the expenses of the advertising department budgets, forecast monthly revenues, and yearly budgets. Minimum of 7 years prior sales experience on a computer magazine, minimum of 4 years supervisory/managerial experience. Must have through knowledge of the Macintosh computer marketplace. Excellent written and verbal communications skills with both clients and vendors. Ability to work well under extreme pressure.

WEST COAST CORRESPONDENT (CWPI)

Responsible for reporting and writing high-quality stories of interest to IS professionals. Involves covering press conferences, new product announcements, major meetings, and other newsworthy events. Candidate is expected to assume primary responsibility for news coverage in assigned best area; tracking activities and covering news with minimal guidance from management. Some travel is required. Candidate should be a self-starter and capable of working independently. Must possess a strong journalistic instinct, be able to write quickly and accurately and have demonstrated professional news reporting and writing skills. Familiarity with computer technologies, companies, trends and products a plus.

ADMINISTRATIVE ASSISTANT (CWPI)

This position requires an articulate, efficient person who can juggle simultaneous work loads to support two classified sales reps. Requires excellent written and verbal communication, proof reading, organizational and prioritization skills. Must be able to work independently with minimal supervision. Working knowledge of PC's required with word processing, Quattro Pro and Harvard Graphics experience a plus. Business school graduate and previous work experience preferred.

Job Opportunities

Revised: May 26, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Editorial Director	Int'l News Group, Boston, MA	B. Corry	(508)935-4416
IDG	Mail Center Assistant	One Exeter Plaza, Boston, MA	M. Cornetta	(508)935-4734
IDG	Recruitment Assistant (Part-time)	Framingham, MA	S. Rogers	(508)935-4161
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
WEC	Graphic Designer Intern	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Asst. to Group Show Manager	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
LPC	Part-Time Editorial Asst.	*LOTUS,* Cambridge, MA	C. Basso	(617)225-6847
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Account Manager	*LOTUS,* Los Angeles, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Account Representative	*PCWorld,* Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Administrative Asst. (A)	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Assistant Art Director	*Macworld,* San Francisco, CA	J. Hoffman	(415)978-3326
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555

IDG's evolution rides the computer revolution

***World Update asked IDG President Walter Boyd**, who has spent many of his 24 years with IDG at Headquarters, to provide an historical perspective on the people, the challenges and triumphs at IDG over the last quarter of a century.*

When *IDG World Update* asked me to supply them with my historical perspective on how IDG has evolved over my almost 25 years with the company, I felt a bit overwhelmed and thought that perhaps I would be better off giving the hysterical perspective of an almost life-long career with IDG that has been filled with more excitement than I suspect most people manage to cram into a lifetime.

For those of you who don't know how I got here, it is probably worth a few words. I actually ran an advertisement in *Advertising Age* under "Positions Wanted" that Pat McGovern answered and was eventually hired as the first managing editor of *Computerworld* (emphasis on managing). It was also kind of fun on my first day at work to find someone else sitting in the office marked "ME" and who laid claim to the title!

In the early days, we had NO money but lots of dedication and a tremendously varied crew of mainly part-time students from MIT and Harvard. It was the height of the anti-Vietnam protests and most of the leaders of this group were employed by us—resulting in lots of checks by the local police and the FBI, not to mention the Bureau of Narcotics.

A METEORIC RISE

The early and rather meteoric rise of the fortunes and fame of *Computerworld* was, in my humble opinion, one that has not often been equaled in the history of contemporary publishing. It was the right idea at the right time and was at the very beginning of what we now know as the computer revolution.

The computer industry consisted mainly of "Snow White and the Seven Dwarfs" (IBM and other mainframe manufacturers, most of which have now disappeared from the scene) and the publishers serving this small market were few but competition was fierce as advertising dollars were very limited.

We did, however, have IDC, which was very busy and active (and comparatively rich) supplying market research and computer census materials to companies that believed they could make their mark in this new industry. Then came the early '70s, with a tremendous burst of new activities that brought on rapid growth for *Computerworld*, only to be followed shortly thereafter by a disastrous recession that could have brought an end to our publishing venture except for a very determined staff (now considerably smaller).

Many of the stories in the early editions of Computerworld *attributed to wonderful non-existent people, such as E.D. Parker, were actually written by Pat and myself.*

- Walter Boyd

Never daunted or in the least affected by adversity, we kept rolling out new products, with the most infamous being the "Computer Caravan," both here and in Europe. Therein hangs a tale, or perhaps a book, that will have to wait until my retirement (for many reasons). But the Caravan in Europe was responsible for our decision to enter the market in Germany with *Computerwoche* and thus was born the IDG International Network, although IDC already had an office in London.

When I look back on commuting to Germany for a summer, flying from Tokyo to Denmark, Spain and England all in the same week to help start new operations or to our first Worldwide Managers Meeting, at which we had six attendees, much of it seems a dream as do the early days in Australia, France and Brazil, Argentina and most of the rest of the then-civilized world.

Along the line, we have certainly had our share of both good and bad. We've had printers give us two weeks' notice that they no longer wanted our business; circulation fulfillment houses locked up by their creditors; the original subscription list to *Computerworld* stolen along with my car from Park Square in Boston; a manager who thought he could take the company away from Pat as well as other acts of looting and pillaging, including foreign managers running off with the bank account (without even bothering to say goodbye) and marriages and divorces too numerous to list, not to mention dangerous or potentially libelous.

We've had incredible success and have certainly managed to build the world's most sophisticated information business with our activities in market research, publishing and expositions. While it is great to bask a bit in the present glory of IDG's worldwide position I must say that I'll forever miss the early days when all of us were everything from mail person to typesetter to editor (many of the stories in the early editions of *Computerworld* attributed to wonderful non-existent people, such as E.D. Parker, were actually written by Pat and myself) to playing bank messenger to making deposits as soon as the checks came in to keep the wolves from the door, as well as the midnight runs to the printer and then hand-delivering the first 2,000 copies to the post office bleary-eyed and exhausted at 6:00 in the morning.

But, most of all, what we've had, and continue to have, is an incredible stream of wonderful, varied, exciting and interesting people. And it these people—past, present and future—who remain the backbone and lifeblood of IDG.

Managers accrue IDG HQ benefits worldwide

One of the main benefits is rapid response on all matters relating to IDG's offshore financial, legal, business planning and personnel services. In practice, this means that questions can go directly to the intended recipient, responses can be made without having to refer matters to different management levels, and the individual team members have a wealth of experience to handle a variety of business situations.

IAN THALMESSINGER
Managing Director/International Controller, IDG U.K.

The benefits I enjoy most are: 1) freedom to act and 2) freedom to take responsibility for all IDG business in a local market.

BENGT MARNFELDT
General Manager, IDG Sweden

The basic business idea behind IDG: 'To provide information services on information technology,' is challenging both intellectually as well as business-wise. It also has an unlimited potential for growth and new product developments. Finally, I very much admire the international scope and work-together climate. It is definately very important to those of us in small countries.

MORTEN HANSEN
Managing Director, IDG Norway

The biggest benefit is the support we have to get on with the job in our own market as we see best. It takes a level of trust from the corporate management that probably stops many other corporations from implementing a truly decentralized management.

MARTIN TAYLOR
General Manager, IDG New Zealand

Ease of access to the Executive Committee, speed in problem solving and a good corporate image that supports us locally.

PACO ZABALA
Managing Director, IDG Spain

The corporate value I tend to think of first is "Let's try it," especially since I'm in a nontraditional business relative to most other IDG operations. A business like ETA is closely tied to other IDG business units but also needs to grow on its own; HQ lets that happen.

PAUL EARL
Emerging Technologies Applications

I enjoy the people of IDG's corporate headquarters. I have always found them to be bright, thoughtful, responsive and fun to work with during my five years with IDG. Unlike many corporations where headquarters people are viewed as adversaries I consider all the people on the 15th floor to be teammates of my entire staff here at *Computerworld.*

GARY BEACH
President, *Computerworld*

Autonomy. We are fully empowered to do our business as "owners," making our own decisions and held accountable primarily through the budget process. Yet, we can get support. All the executive managment treats us as both partners and clients and responses to needs are extremely fast and professional.

PAT FERRELL
President, *GamePro*

The major benefit I see is an unencumbered environment.

KEN KAPLAN
President, *Federal Computer Week*

We appreciate the fact that HQ keeps the whole company healthy and on an even keel, so that the international divisions can continue to leverage the success of U.S. products in their own markets. In addition, we also appreciate Susan Petrie's financial reporting, especially the "George Glenn Report," *IDG World Update*, and Pat's visits to Japan.

JIM POVEC
President, IDG Japan

Trivia Pursuit

- **How many phone calls come in to IDG HQ on a daily basis?**
  350
- **How many miles does Pat McGovern log in one year?**
  250,000 to 300,000
- **On an average, how many Good News memos are sent out in a given month?**
  20-40
- **How many Emails are sent from the President's office in a given month?**
  110-150
- **How many calls does Pat McGovern receive in a given day?**
  30-50
- **How many visitors from international IDG offices on an average monthly basis?**
  2-5
- **How many media interviews are granted by Pat McGovern per year?**
  Approximately 55
- **Combined years of experience at corporate?**
  153 years
- **How many weeks is Pat McGovern in the office per year?**
  12-20 weeks
- **Fastest typist (words per minute):**
  Louise Reed, 90+wpm
- **Number of hours of dictation handled by the Chairman's office:**
  48 hours/average week

Who's who on IDG's board of directors

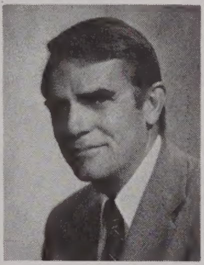
Pat McGovern meets quarterly with the members of IDG's Board of Directors.

The "outside" members serve as a sounding board for management, assist in the development and execution of long-range strategies, consult on operating problems and assure development of an appropriate management system for IDG's rapidly growing international business. Members also try to focus attention on issues that need to be addressed as the company grows, and help identify emerging new business opportunities.

Harlan Anderson is general partner of Anderson Investment Co. which was founded in 1969 to provide venture capital to young companies in technological fields. In the late 1950s he co-founded Digital Equipment Corp. with fellow engineer Ken Olsen.

Coit

Steve Coit is a general partner in the venture capital firm of Merrill, Pickard Anderson & Eyre. With offices in Palo Alto, Calif. and Waltham, Mass., and funds under management totalling $300 million, the firm focuses on creating and investing in early stage opportunities primarily in technology-related businesses.



Phypers

Dean Phypers retired from IBM in 1987 after 37 years of service, including eight years as CFO. He serves on numerous corporate boards, including Bethlehem Steel and Cambrex.

Nelson

Arthur Nelson is chairman of the Nelson Companies and general partner of Prospect Hill Executive Office Park, an 80 acre, 14 building, 1.3 million square foot office, hotel and retail complex in Waltham, Mass. He is also general partner of several other real estate organizations.

Abe Siegel is professor of management and former dean of the MIT Sloan School of Management. He is credited for his pioneering work in management of technological and information systems. and has authored and coauthored four books and other publications on labor economics, labor relations, and the management of human resources.

Spotlight

- FROM PAGE 3

tunities. She holds a BS in finance and an MBA from Babson College. In her spare time, Petrie enjoys aerobics, nature walks, fashion design and reading.

Among other responsibilities, Junior Financial Analyst **George Glenn** manages the international financial and statistical database and preparation of related reports for the monthly executive review meetings. He is also involved in international financial and market share analysis and the operating and capital budgeting processes. Glenn has a BBA in business management from Ohio University and makes time for camping, softball, reading and attending concerts.

Financial Analyst **Steve Pelosi** prepares monthly consolidation and financial reports and assists with various projects, including the review and analysis of three-year plans and budgets. He has a BS/BA in finance from Suffolk University and is enrolled in the MBA program at Babson College. Camping, hiking, softball and reading are just a few of his interests.

Financial Analyst **Liz Gulla** consolidates and analyzes the 30-60-90 forecasts of the U.S. publishing operations each month. She also reviews and consolidates their three-year plans and annual budgets and assists in the analysis of new business plans. Gulla holds a B.S. in accounting from Bentley College and an MBA with a finance concentration from Babson College. Outside the office, she frequents a health club and enjoys mountain climbing, portrait-sketching and traveling.

Administrative Assistant **Jennifer Rizzo** provides administrative support to both Bill Murphy and Susan Petrie while assisting with the preparation of the various monthly/yearly financial reports and analyses the department produces. When not working toward her degree in business administration at Merrimack College in the evenings, she finds time for exercising, scuba diving and bicycling.

(Back, left) Bill Murphy, George Glenn, Jennifer Rizzo, Steve Pelosi
(Front, left) Liz Gulla, Susan Petrie

Do-er's profile

George Glenn

- **PROFESSION:** Junior financial analyst, IDG HQ
- **JOINED IDG**: June 1987
- **BEST PART OF YOUR JOB:** Observing how well the different international publishing units perform
- **LATEST ACCOMPLISHMENT**: Coordinating and managing the new international publishing statistical database
- **MOST CHALLENGING PART OF YOUR JOB**: Insuring the integrity of the monthly international financial and statistical data and meeting the end of month deadline.
- **FAVORITE VACATION DESTINATION**: Camping in northern California and the high Sierras
- **FAVORITE AUTHOR**: John Steinbeck
- **HISTORICAL FIGURE I'D LIKE TO MEET**: John F. Kennedy. I admire his ability to lead and instill confidence in the people, his sense of humor and his natural ability to communicate.
- **FAVORITE FOOD**: Thai Green Curry Chicken
- **WORDS TO LIVE BY**: "A man in earnest finds means, or, if he cannot find, creates them." (William Ellery Channing)
- **IF YOU COULD HAVE THREE WISHES GRANTED THEY WOULD BE**: Continued good health, good friends, and close family
- **IF YOU COULD WORK IN ANOTHER PROFESSION, WHAT WOULD YOU DO?** Become a personal financial planner and investor
- **MANAGER'S PROFILE**: "George is an extremely dedicated and service-oriented individual who consistently produces high quality work under tight deadlines. His cooperative attitude, willingness to take on new projects and responsibilities and eagerness to provide assistance to IDG employees around the world make him a valuable part of the IDG family."

World Update

IDG World Update

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MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
Patricia Valavanis Smith

EDITORIAL DIRECTOR
Penny Janzen Winn

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,500 employees. Its publishing subsidiary, IDG Communications, publishes 181 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 52 computer-related exhibitions and conferences in 18 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: D.Butler or P.Smith.

Licensee celebrates *PC World Ecuador* launch
- PAGE 2

***CW Hong Kong's* BBS marks first anniversary**
- PAGE 2

Spring is the season for IDG expos around the globe
- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 22
JUNE 1, 1992

ETA's latest CD-ROM disc offers news, reviews, research

Last week Emerging Technology Applications began shipping its latest CD-ROM product, the EnterpriseComputing MarketDisc (ECMD). With close to 300 megabytes of data stored on one small CD-ROM disk, the product is a comprehensive information source of news, product reviews and research summaries covering the U.S. IT industry for use in planning, marketing, sales and market research activities.

It's new. It's powerful.
And it gives you all of IT.

Ads for the MarketDisc will appear in several IDG publications this month.

ECMD combines some of ETA's previously developed applications. The disk now includes fully indexed text of more than 25,000 articles from *Computerworld*, *Network World* and *InfoWorld* since January 1990; more than 1,000 graphs, charts and tables from the three publications; and summaries, outlines and lists of tables and graphs for more than 2,000 reports and bulletins produced by IDC, LINK Resources and Technology Investment Strategies Corp.

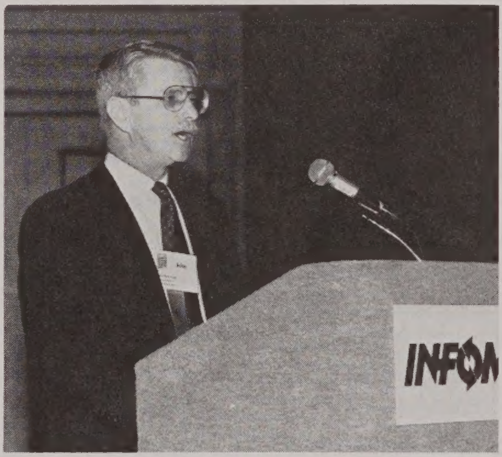
EnterpriseComputing MarketDisc incorporates fully integrated software for searching, displaying, printing, exporting and linking to other databases. According to **Ann Roskey**, manager of marketing and client services, ECMD is more powerful than ETA's previously issued products in that it allows cross referencing between the different databases. Users can, for example, search for one product name or company across any of the four applications.

"Although we've developed several CD-ROM applications for more specific uses, the release of this product is important for both ETA and IDG because it reaches a broader segment of the IT market," said ETA President **Paul Earl**. "This is also the first product to compete with Ziff Davis' Computer Library. ECMD provides comprehensive coverage of IS, networks, and personal computing, and it is competitively priced. Furthermore, ECMD provides graphics and historical data to facilitate trend analysis, while Ziff's product is limited to its publications' most recent 12 months."

An international version contains multiple language software interfaces to help

SEE PAGE 2

CW hosts first recruiters conference



CW Publishing

John Corrigan welcomes guests to *Computerworld's* first technical recruiters conference.

More than 175 human resources professionals flocked to Dallas recently for a "first" in their industry and a "first" for *Computerworld*: The 1992 Corporate Technical Recruiters Conference.

"There's no resource for HR people to gain professional development in hiring technical employees," said **John Corrigan**, *Computerworld*'s vice president of classified advertising. "This conference gave them a chance to develop networking opportunities and gain exposure to effective ways to

SEE PAGE 4

IDG licensee launches *PC World Ecuador*

PC WORLD
ECUADOR
TECNOLO
CD-ROM
EXPERIENCIAS EN:
Fundagro
Conncyt
U. San Fran
Price Waterho
CURSOS:
Lenguaje C
AUTOCAD
PRIMEROS CONTACTOS:
AutoSketch 3.0
GUIA DEL USUARIO:
DOS 6.0
CLIPPER
MACWORLD
AMIGA
NUEVOS PRODUCTOS:
IBM ES9000

Ecuasistem, IDG's licensee in Ecuador, recently held a luncheon for key clients to introduce the first issue of *PC World Ecuador*. The company previously published *Computacion* for 14 years and agreed to convert it to a *PC World* product when Ecuasistem President **Rafael Roldán** signed a license agreement with IDG earlier this year.

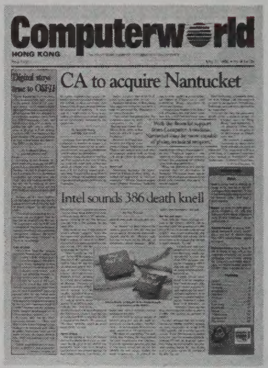
IDG Spain General Manager **Paco Zabala** was among the special guests at the luncheon in Quito. Roldán said the IDG Spain publications have been very helpful to his staff since they can use the news without translating the text from English to Spanish.

"We want to make a public acknowledgement of our appreciation for the great collaboration that Paco Zabala and his organization have given us in our introduction of IDG publications in Ecuador," Roldán said.

PC World Ecuador has had a strong response from both readers and advertisers. The staff is establishing a national distribution channel as well as organizing regional representatives to handle subscriptions. Roldán's initial goal is to reach a circulation of 5,000 by October.

About 65% of the publication's material is from IDG sources. By incorporating *PC World*-style editorial, the number of pages has jumped from 64 to 92 to accommodate more articles and new advertising.

CW Hong Kong's BBS turns one



Shortly after 3 p.m. on Friday, May 8, Computerworld On-Line (CWOL) in Hong Kong took its 72,455 call, one year to the minute after the electronic bulletin board system was first launched.

In its first year, CW Hong Kong-sponsored BBS CWOL has added more than 5,600 users and provided some 17,000 hours of on-line time with a year-end average of 198 calls a day. More than 134,000 items—stories, bulletins and files—were either read or downloaded. According to Associate Publisher Melvyn Bennett, CWOL is thought to be the largest bulletin-board system in Hong Kong.

Launched with a single conference with folders for 26 types of stories, the system has now grown to 11 full conferences as well as two vendor support areas. Each week more than a megabyte of news and information files are added and updated.

In its early days, the system had four dial-up and four Datapak nodes. It has now gone exclusively dial-up with 10 lines supporting several types of high-speed, error-correcting modems.

The CWOL staff doesn't plan to rest on its laurels. It is on the verge of launching public access to vendor support areas, electronic mail systems and several other on-line options.

ETA

-FROM PAGE 1

users read the function keys, on-line help documentation and other instructions in their native language, although all texts of articles and reports are in English. The international version currently includes French, German and Spanish, and 10 additional languages are planned for future updates.

INTERNATIONAL EDITION, TOO

The U.S. edition of the Enterprise Computing MarketDisc retails for $695, $995 for the international edition.

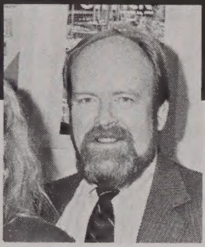
Customers will receive bi-monthly updates with periodic inclusion of supplemental databases. For example, the July issue will include product and company information from the ComNet/West '92 show guide as well as documentation from the sessions and tutorials. Each upgrade will contain not just the new material but a comprehensive selection of all available ECMD information.

Advertisements for the new product will begin running regularly in *Computerworld*, *InfoWorld* and *Network World* this month, and ETA has set up distribution through both internal and external channels. IDC is planning to market ECMD to its client base, and two major subscription services to libraries (Faxon and EBSCO) are also distributors. The Bureau of Electronic Publishing, one of the premier distributors in the CD-ROM industry, is also handling the disk, as is the German subsidiary of Dataware, the company that is helping ETA develop the disks.

ETA invites all IDG business units in the U.S. and abroad to become distributors. "ECMD can be promoted as a 'hot' merchandising option to advertisers as well as directly to readers and other customers," Roskey said. For more information on distribution or internal IDG pricing, call ETA at (508) 879-0006, fax (508) 820-4396.

On line

ASK DON



Every other week, "On-line" features selected guest columnists. This week, IDG Australia General Manager Don Kennedy takes a turn.

Q Can you elaborate on some of the successes you have had with promoting and reselling IDG Books to your readers? Are there any proven formulas you can share with other IDG business units to enable them to profit from IDG Books?

A IDG Books has an arrangement with a local distributor, who imports the books and handles their sales in bookstores and other outlets. IDG Australia has an arrangement with the distributor whereby we sell IDG books directly to our readers. We receive a substantial margin on each sale we make. We have created several ads and run them at no charge in each of our publications. Orders and payments are handled by our circulation department which acquires the book from the distributor and forwards it to the customer. We do not have to maintain any inventory and only "purchase" a book when we have a firm order for it. It's a risk-free way of increasing revenues—kind of a foolproof Just-In-Time procedure—and the profits flow back directly to the publications.

We feel this model of handling IDG Books sales will also serve us well in other ways, and we are planning some pilot projects in the coming months when we will experiment with ways of more directly permitting our readers to purchase products they read about in our publications.

Q Will the Expo division be undertaking any new shows in the next year or so under the leadership of Yvonne Glover?

A We are not planning any new exhibition-style shows since we feel the market here is saturated at this point. However, there appear to be significant business opportunities to present conferences and informational events. We are planning several of these as partners with IDC Australia, including the Pacific Rim equivalent of the European IT Forum.

Q Being an American in Australia, can you elaborate on the differences between doing business in Australia vs. the U.S. or other markets you might be familiar with?

A In many ways, the Australian market is very similar to that of the U.S. Our leading vendors include IBM, Compaq, Apple, Toshiba, Microsoft, Lotus, WordPerfect and the like. The knowledge and skill level of our users is very high, and only seven countries outspend us on IT, according to IDC.

I see two main differences in doing business. From an editorial point of view, most Australian companies are marketing- and sales-driven subsidiaries, and are therefore not usually involved in future product development or technology direction decisions. For this, our editors rely heavily on the international information we get from the IDG News Service, which gives us a tremendous competitive advantage. Secondly, Australia has a population of about 17 million. Therefore, economies of scale as you might expect in the U.S. are usually missing here. Vendors must spend proportionately more to do business here than in the U.S.; accordingly, advertising and marketing budgets are often very small compared to those in the U.S. Advertising and other revenue streams reflect this. Competition is fierce for limited dollars. This makes it essential for IDG to have a strategy of being the No. 1 publication in each of our core markets. Anything less is too risky.

Q Can you share some secrets about how you've fared so well with *Reseller* in such a risky market?

A After eight issues, we've been pleased with the response to *Reseller*. At Merisel's Softeach last month [May], we were especially heartened when many resellers stopped by our table to thank us for starting the magazine. We feel its early success is due to two factors present with any successful publication—a strong sales team and a quality editorial product.

By the way, I'm not sure we at IDG felt it was such a risky move to start *Reseller*. The management team unanimously decided to launch the magazine when our research showed that the vendor and reader community wanted such a publication and that we would be the only publisher in Australia addressing this pivotal audience.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Smith.

Question for (check one):

☐ **Pat McGovern**	☐ **Walter Boyd**	☐ **Bill Murphy**
☐ **Kirk Campbell** **IDC**	☐ **Joe Levy** ***CIO***	☐ **Francois Chaussonniere** **IDG France**

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Recruiters

-FROM PAGE 1

Katie Kress, *Computerworld's* South Atlantic regional manager chats with Bob Krutak of Cap Gemini America.

recruit people who work in highly technical fields."

The three-day event, sponsored by *Computerworld* and managed by the Selig Group, Inc. of Boston, included 13 workshops on such topics as international recruiting and immigration, use of recruitment-related software and how to integrate the new Americans with Disabilities Act into hiring practices. **Frank Gens**, vice president of technology assessment for TIS Corp., was one of four keynote speakers and discussed how the trend away from proprietary systems presents a new challenge to recruiters in search of contemporary technical skills.

Rather than use a traditional hotel setting for the conference, *Computerworld* held its event at InfoMart, an office complex that houses high-tech companies and has auditoriums and easy access to other conference-related amenities. Attendees had a chance to see product demonstrations by several relevant companies in the building and browsed among a number of exhibits at the conference, including the *Computerworld* booth, to learn more about the latest in recruitment communications.

The event received uniformly high marks from attendees. "A first-class conference," noted one of the many enthusiastic recruiters on his evaluation form. Plans are already under way for next year's conference June 20-24 in Chicago.

Marketers discuss plan of action

The first annual Marketing function meeting organized by MSD's Vice President of Marketing **Erica Baccus** and President of IDG Communications Research **Kathy Dinneen** kicked off on May 3rd at the Ocean Edge Resort and Conference Center in Brewster, Mass.

On Sunday evening guests representing 13 of IDG's business units were greeted by IDG Chairman **Pat McGovern** who hosted a dinner to welcome attendees.

According to Baccus and Dinneen, the meeting's agenda was designed to raise issues that were of major concern for marketing managers and concentrated on how to position product as well as how to pull all the information together and create and understand a multi-dimensional marketing campaign.

During the two days of meetings Baccus and Dinneen sub-divided the group into two marketing and research focus groups to better target the needs of attendees.

Informal client-panel discussions where members from prestigious firms such as Freeman Associates, Hill Holiday, and Anderson & Lembke were held and received enormous praise.

"It is always really interesting to hear what your customers think about your product and it also gave us the opportunity to have an open and honest conversation with major clients. They offered specific comments such as where we [IDG] did well and where we needed improvement, and they offered insight into what an ad agency looks for in a publishing company," Baccus said.

The three-day event also included presentations from MSD President **Kelly Conlin** and *Computerworld* Publisher and President **Gary Beach** as well as an open forum where attendees could discuss marketing issues freely and openly.

Marketing Manager for *Federal Computer Week* **Deirdre Kelly** felt the meeting was very beneficial and noted that out of all the angles and strategies discussed she found one particularly interesting. "One conversation that I especially found to be useful was the benefits derived by having IDG's publications show at an exposition as a whole rather than as a bunch of small booths. The image and visibility would make IDG look like a power of unity and increase our overall visibility."

Over quota, and then some

C*W*'s New England recruitment advertising team of Regional Manager Nancy Percival and Account Executive Karen Lesko tallied an impressive sales performance of 72% over quota for the January-March fiscal quarter, despite a soft recruitment market in the U.S.

What's their secret? "They're consistently exploring the isolated pockets where employment opportunities do exist and matching the skills possessed by the *CW* reading audience to the job needs at hand," said John Corrigan, vice president of classified advertising.

Lesko said that with high unemployment in New England, high-tech employment specialists are also increasingly frustrated with the high number of resumes they're receiving. "*The Boston Globe* has had a strong hold on the market for a long time, but recruiters are finally realizing they're not getting the quality candidates they want from *Globe* ads," she said.

Much of the courting they've done with potential—and current—clients is now paying off. "Keeping close to our clients by providing quality service and current information is also a major factor in successfully selling within this market," Percival said. "*Computerworld* is distinctive compared to much of our competition because we have the resources to share right at our fingertips."

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK June 1, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

MARKETING SPECIALIST (IDG/MSD)

IDG's Marketing Services Division at IDG Headquarters has an opening for a marketing communications specialist who will have responsibility for developing world-class graphic presentations--including multi-media presentations integrating graphics and video--for meetings with IDG's top customers. This position requires at least two years of related experience, an ability to work in a fast-paced environment, a sophisticated understanding of high technology issues, the proven ability to communicate ideas effectively and the desire to champion the use of cutting-edge technology in IDG's customer communications.

MARKETING DIRECTOR (CBP)

Responsible for managing all promotion, research and events for Computer Buyers Publishing. Will conceive, manage and implement all marketing programs. Also responsible for managing a staff of 2. Candidates must have strong management, editing and communication skills and 4 to 5 years in marketing management.

ON-LINE SPECIALIST (IFW)

Duties will include: creation of ASCII copies of *InfoWorld* on a weekly basis; maintenance of product database on CompuServe, IDG News Service and *InfoWorld* database. Candidate must be detail-oriented, able to work independently, and possess excellent communication skills. A degree or course work in Computer Science, Journalism or English preferred.

CIRCULATION COORDINATOR (IFW)

Successful candidate will contact postal facilities around the country, collecting delivery information and inputting it onto a database. The position requires good telephone skills, organizational ability and very basic data entry experience. This position is part-time, 15 hours per week, Mondays and Tuesdays.

DISTRICT SALES ACCOUNT MANAGER - EASTERN TERRITORY (MAC)

Areas of responsibility are to sell, service and develop mail order section (Eastern territory) of *Macworld*. Special skills or requirements are: 3 or more years of advertising sales experience, Macintosh product/market knowledge desirable.

DISTRICT SALES ACCOUNT MANAGER - MID-WEST TERRITORY (MAC)

Areas of responsibility are to sell, service and develop mail order section (Mid-West territory) of *Macworld*. Special skills or requirements are: 3 or more years of advertising sales experience, Macintosh product/market knowledge desirable.

DISTRICT SALES ACCOUNT MANAGER - WESTERN TERRITORY (MAC)

Areas of responsibility are to sell, service and develop mail order section (Western territory) of *Macworld*. Special skills or requirements are: 3 or more years of advertising sales experience, Macintosh product/market knowledge desirable.

HUMAN RESOURCES DIRECTOR PART-TIME (GPI)

Position entails all aspects of Human Resources Management. Working with senior level executives and employees of all levels. Five + years Human Resources generalist experience required. 20 hours per week.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Claudia Wooldridge	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: June 1, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Editorial Director	Int'l News Group, Boston, MA	B. Corry	(508)935-4416
IDG	Mail Center Assistant	One Exeter Plaza, Boston, MA	M. Cornetta	(508)935-4734
IDG	Recruitment Assistant (Part-time)	Framingham, MA	S. Rogers	(508)935-4161
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
WEC	Graphic Designer Intern	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Asst. to Group Show Manager	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
LPC	Part-Time Editorial Asst.	*LOTUS,* Cambridge, MA	C. Basso	(617)225-6847
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Account Manager	*LOTUS,* Los Angeles, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	District Sales Manager	*CBP,* Chicago, IL	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Account Representative	*PCWorld,* Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Administrative Asst. (A)	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	District Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	District Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	District Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
GPI	Human Resources Director (P-T)	*GamePro,* Redwood City, CA	C. Wooldridge	(415)363-5200

Expos span the globe, attract more than 90,000

During the past few months a collection of IDG expos and conferences have spanned the globe with cities such as Auckland, San Francisco, Birmingham, England and Stockholm playing host to more than 90,000 attendees combined.

After just its second year, IDG New Zealand's Computerworld Expo has become the nation's largest computer exhibition. Attendance at the March 31-April 2 show was up 40% compared with last year to 8,000 visitors, and close to 100 exhibitors were on hand.

COMPUTERWORLD Expo
ELLERSLIE FUNCTION CENTRE
MAR 31-APR 2. 1992

According to General Manager **Martin Taylor**, IDG's chief competitor has dropped in exhibitor numbers from 110 to 60. "Computerworld Expo has been able to capitalize on the power of the *Computerworld* brand in the business computing market to take the leadership position very quickly," Taylor said.

This year's expo featured three days of seminars, each dedicated to specific business applications for users in retail, manufacturing and distribution.

In conjunction with the special Windows World exhibit, sponsored by Microsoft, *New Zealand PC World* published a *Windows World* supplement in its April issue. While there are no plans to spin off *Windows World* into a separate publication, Taylor said the staff may publish it as a special section of *PC World* two or three times a year.

WORLD EXPO EVENTS

The premiere of SunWorld '92, held April 6-9 at the Santa Clara Convention Center in San Francisco brought together 7,800 users, buyers and developers of Sun, SPARC and Solaris-based workstation technology.

"We have succeeded in positioning SunWorld as the No. 1 show in the industry," said WEC president **Cherif Moujabber**.

While keynote speaker Scott McNealy, president/CEO of Sun Microsystems delivered his address to 1,200 attendees, six video monitors broadcasted the presentation, "Turning PCs into Workstations: Promises, Promises" live to the exhibit floor.

sunworld expo

In addition to the exhibition, SunWorld featured one day of in-depth tutorials followed by three days of general conference sessions that attracted more than 400 visitors. Exhibitors were reportedly pleased with the quality and quantity of attendees who visited SunWorld, with 80% rebooking space for the 1993 event.

More than 35,000 buyers and users of Macintosh technology attended recently held Macworld expos in Europe.

MACWORLD Expo/UK was incorporated into the Which Computer? show held April 7-10 at the National Centre in Birmingham, England. The event drew more than 60,000 visitors. An estimated 25,000 visited the Macintosh portion of the exhibition. The combination of two shows helped to emphasize the benefits and applicability of Macintosh systems within the multi-system environment.

The second annual MACWORLD Expo/Stockholm held in April drew more than 14,700 attendees.

Macworld (U.S.) President and Publisher **Jim Martin** discussed the unfolding alliance between Apple and IBM. Soren Olsson, President of Apple Computer Europe, addressed Scandinavian and European products available for today's Mac user.

Apple Computer hosted an "Apple Cafe" on the exhibit floor where it provided attendees with information on Apple's current and future products, and answered questions about the Apple-IBM alliance.

Off-site

Computerworld's Assistant Sales Coordinator for Recruitment Advertising **Jean Kolak** is a participant in Worcester's Literacy Volunteers of America Program.

Every Tuesday evening Kolak sets aside two hours to teach English to her Colombian student, Rosa.

Kolak, while a Spanish and pre-med major in college, tutored math to grammar school children in her free time and notes that she got so much out of it then—being enriched while being able to give something back—that she got in touch with the Framingham Public library to find out what literacy programs were available in her hometown of Worcester, Mass.

Kolak decided on the Worcester Chapter of Literacy Volunteers of America and each week, for four months, she attended three-hour classes two nights a week and became a certified literacy tutor. Kolak has taught for the past 18 months and encourages anyone and everyone to get involved.

CW Publishing

Jean Kolak with her student, Rosa

Although Kolak notes that the tutoring can be difficult at times, she says it is important to remember that it is a learning process, and the process does not always move swiftly. When the frustration level builds, Kolak and Rosa hop in the car and visit a local restaurant where Rosa does "all the talking." Kolak points out that she tries very hard not to intervene, and recently, due to a small misunderstanding, Rosa ended up with the most enormous dish of blueberry frozen yogurt known to man. "But, by getting out and talking with people, she gets a good idea of how well she is actually doing and it boosts her confidence," Kolak said.

Noteworthy !

PROMOTIONS

Carrigan

Digital NEWS has announced three new appointments in its sales division. **Bob Carrigan** has been named eastern sales manager, responsible for managing the staff and sales efforts in the New England, New York and Southeast territories. He had served as regional manager of the Northeast region since joining IDG in June 1990.

Eileen Trapp has been appointed district manager in charge of managing and prospecting accounts in portions of the southeast sales region. Most recently she was account executive for the New York and southeast region. Trapp joined *DN* in February 1988 and previously worked at *Computerworld*.

Eaves

As account executive for the eastern sales region, **Johanna Eaves** will be responsible for account management, sales support and client relations. She had held the title of sales representative for the New England region since joining the publication in February 1990.

"The sales team of Carrigan, Trapp, Eaves [and newcomer Nancy Robinson] brings an enormous amount of enthusiasm and sales expertise to their roles," said *DN* Associate Publisher **Ray Corbin**.

■ ■ ■

At *Network World*, **Joanne Cummings** has been named senior writer and will be taking over responsibility for the publication's Management section, while **Maureen Molloy** has been tapped as senior writer responsible for the Internetworks section. "Joanne has done a great job since joining us as a writer, quickly learning new technologies and handling a variety of stories with aplomb," said Editor **John Gallant**, adding, "Maureen has begun to develop a strong news beat here, helping *NW* carve out a leadership role in internetwork coverage."

Donna Kirkey, a three-year *NW* veteran, has been promoted to reprints manager/graphic designer. "As a result of Donna's willingness to grow with the technology and help others do the same, we have been able to save a tremendous amount of money and control quality by doing everything in house," said Vice President of Marketing **Evilee Thibeault**.

TRANSFERS

Sullivan

Mark Sullivan has joined IDC as the company's finance director, overseeing IDC's Finance/Accounting and MIS departments. Sullivan has held a number of titles during his IDG career, including financial analyst for IDG's worldwide publications, business manager of *Computerworld*, and most recently, controller for *Computerworld*. He graduated from General Electric's Financial Management Program and has a bachelor's degree in finance from Michigan State University.

NEW EMPLOYEES

Dot Caspersen is an office assistant at *CIO*, providing administrative and research support to both the New England sales region and the marketing department. She previously worked at Dun & Bradstreet Software, managing the registration system and direct mail database for DBS' customer seminar group.

Chairman's Achievers

Editorial Team
Computerworld España

(L-R) LuzDivina García, Magdalena Saiz, Carlos P. Albalaejo, Juan Manuel Sáez, Carlos de la Iglesia, Juan Márquez, Fernando Morán, Maria José Marzal, Beatriz Sánchez and Paloma Dueñas

Computerworld España recently received second prize for the best articles written before and during the SIMO '91 show, the most important IS fair in Spain. The award, sponsored by the association that organizes the SIMO show, is usually granted to a single journalist, but this year the judges voted to recognize the entire editorial team. *CW España* produced three special editions for the show that featured "Multimedia, Minis and Expert Systems," "Europe: 10 Years of Personal Computers and Local Area Networks," and "Security, Laptops and Open Systems."

Marty Garchar
Single Copy Sales Representative
Macworld

Earlier this year and after much persistence, **Marty Garchar** secured the approval of several retail chains to allow *Macworld* to be displayed on their magazine stands. These include Giant, Publix and Albertson supermarket chains; Rite Aid drug stores, and Benjamin Book, located in Washington, D.C. area airports. "This was the culmination of literally years of work," said Single Copy Sales Director **George Clark**. "Marty's many years in the newsstand business have helped him form lasting relationships that continue to pay off."

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week in May and first week in June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Ann Clark - IDC

FIFTEEN YEARS
Susan Gross - A+ Publishing

FOURTEEN YEARS
Bill Sell - WEC

ELEVEN YEARS
Bev Raus - *Computerworld*
Colleen Garland - *Computerworld*

TEN YEARS
Debbie Waters - IDGHQ

EIGHT YEARS
Doug Barney - TechMedia Video

SEVEN YEARS
Ann Dillon - TechMedia Video
Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

SIX YEARS
Lynne Lagasse - TechMedia Video
Felicity O'Meara - *Macworld*
Dagmar Batschat - IDG Germany
Susan Egan - *InfoWorld*
Sophie Bensimon - IDG Denmark
Martin Hingley - IDC UK
Bob Ostrow - *PC World*

FIVE YEARS
Kathy Langhaar - *Macworld*
Susanne Kratoschka - IDG Germany
Michael Nerke - IDG Germany
Janet Grote - LINK Resources
Michael Deutsch - IDC
Laura Miedico - IDG Italy
Patricia Powers - *Computerworld*

FOUR YEARS
Bob Tasker - IDC
Bob DeSautels - IDC
Lois Leuthner - IDG
Susan Kusnic - *Computerworld*
Sophie Talayrach - IDG France
Nini Barnouin - IDG France
Hae Yuon Kim - *Macworld*
Bruce Buckman - IDG New Zealand
Lottis Bergson - IDG Sweden
Vicki Peilen - PCW Central Serv.
Colette Cornish - *PC World*

THREE YEARS
Meg Rogers - IDG New Zealand
Anthony Doesburg - IDG New Zealand
Lisa Cremarosa - *Computerworld*
Niklas Borgsved - IDG Sweden
Francisco Sanchez - IDG Spain
Michael Goldstein - IMI
Eric Cormier - *Computerworld*
Richard Danca - *Federal Computer Week*

TWO YEARS
John Flood - *Computerworld*
Pierre-Alexandre Montagne - IDG France
Susan Hanshaw - TechMedia Video
Lisa Benway-Caron - A+ Publishing
Gerardine McKeon - IDC UK
Pablo Ruiz Diaz - IDG Argentina
Rosa Rodriguez - IDG Spain
Kevin Gravesandy - LINK Resources
Rebecca Boswell - IDC
Bob Merrick - IDGHQ
Bea Horvath - IDG Hungary
Ica Rodriguez - IDG Hungary
Mandy Tse-Wong - IDG
Deborah Sordini - IDG Italy
Martin Hall - *SunWorld*

ONE YEAR
Hiroko Kusakabe - *Macworld Japan*
Bill Yung - Asia Computerworld
Maurice Wee - Asia Computerworld
Torgeir Vikan - IDG Norway
Jean Cassagne - IDG France
Véronique Tillion - IDG France
Stacey Holman - *Macworld*
Marcel Forte - *Macworld*
Cathy Bobkowicz - IDC Canada
Johan Marnfeldt - IDG Sweden
Beverly Bigham - *CIO*

Accolades for a decade of service

Executive Assistant Jill Stevens keeps track of the busy schedules of four top *InfoWorld* executives.

Jill Stevens with Pat McGovern celebrating 10-years of service.

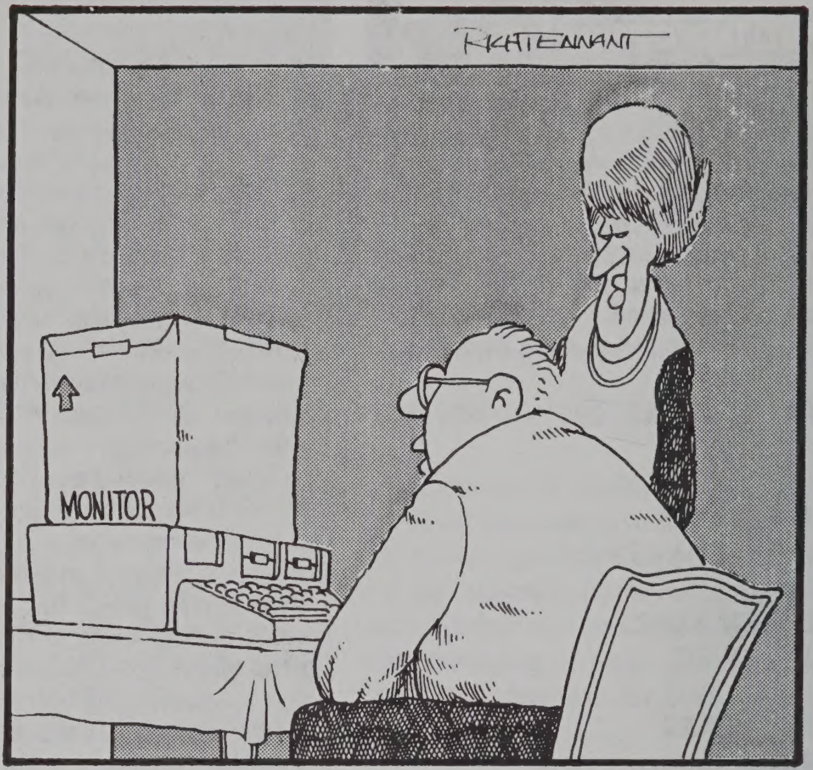
InfoWorld

Stevens began her career at IDG as a sales assistant at *Computer Business News*, predecessor to *Micro Marketworld*. From 1987 to 1990, she served as both office manager for the Irvine, Calif., regional sales office, and as sales assistant to *InfoWorld*'s Western Advertising Director Joe Kerwin. Stevens coordinated numerous sales-oriented special events, helped build market share in Irvine to over 20% and implemented administrative procedures and reporting structures that are in place today, though the staff has grown dramatically. She was promoted to district manager for the San Diego/Irvine region in 1990 before relocating to the San Francisco area last June and assuming her current responsibilities in the *InfoWorld* president's office.

Married with three children, Stevens has an associates degree in business administration from Riverside (Calif.) City College. She enjoys snow skiing, the beach and related water sports, exploring northern California and pampering the family's two dogs and two cats.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Rob Stave will receive an official "Off Line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.



"Still nothin' Emma. Try jiggling that cord again."
- Rob Stave, *Computer Buying World*

HONORABLE MENTIONS:

"If it had 'Windows,' maybe you could actually see it."
- J. Carpenter, Computerworld Database Division

"Of course it's set up right—can't you seek the arrow?"
- Michael Harwayne, *PC World*

"This new anti-glare screen is supposed to be paper white, Miss Jordan, but it looks more cardboard-brown to me."
- Andrew Baul-Lewis, IDC U.K.

Adventures in product testing #605: the arrival of "Mac-in-the-box."
- Marc Jeffrey Mikulich, IDG Books Worldwide

"Thelma, I just don't think we are ready for the computer age."
- Tom Mathews, IDG HR

"And the weird thing is, I have the same problem at home with my TV."
- Brad Bass, *Federal Computer Week*

"...and this brought up an interesting existential question: if I can't see what's on the screen, is it really there?"
- Melissa Riofrio, *PC World*

"I could explain...but it's real technical."
- Liz McPherson, IDC Framingham

IDG *World Update*

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EDITORIAL DIRECTOR
Penny Winn

MANAGING EDITOR
Deborah S. Butler

NEWS EDITOR
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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 3,800 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in more than 55 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 20 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Smith.

***PCW* launches buyers' guide for Windows users**
- PAGE 2

New "In Brief" section airs this week
- PAGE 2

IDC U.K. briefing session targets IT restructuring
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 23 **JUNE 8, 1992**

IDG Sweden launches *Corporate Computing*

Last week 21,500 Swedish IS managers got their first look at a magazine that breaks new ground in the country's IT publishing arena.

Corporate Computing focuses on productivity issues for the total corporation rather than simply addressing how to increase personal productivity with the help of a desktop PC. Created under the direction of Project Manager **Martin Fälström** and Chief Editor **Fredrik Landergren**, the 164-page inaugural issue is the largest computer title ever published in Sweden.

IDG Sweden General Manager **Bengt Marnfeldt** anticipates that *Corporate Computing* will encourage a dialogue between top management, MIS staff and department managers to ensure that hardware and software purchases are effective and efficient. "We think that an information system should give the corporation a competitive advantage and should not be perceived as a black hole into which you pour down an ever-increasing amount of cash each year," he said.

Circulation will intially be controlled, but paid subscriptions are also being accepted. The next issue is due in September, and nine issues are planned for FY '93.

Three smaller IDG publications will be rolled into *Corporate Computing*: *Unix World*, *Digital World* and *Affärsekonomi Management*. Marnfeldt said they proved too small to generate much profit and by concentrating on one new publication overall costs would decline.

TESTLABBET: 4 DISKLÖSA ARBETSSTATIONER • IBM RS 6000

Corporate COMPUTING

NUMMER 0 • 60 KRONOR • 45 FMK

Volvo sparar 100 miljoner på effektiv datastrategi

10 beslutar när SE-banken investerar i datorer

"Sveriges bästa datastrategi" självklarhet för Mölnlycke

Satsning på CAD gör RNK i Göteborg till vinnare under byggkrisen!

»FRAMTIDEN LIGGER I NÄTVERKET«

Därför lanserar CW en ny tidning Vänd och se sidan 4

NYHETSTIDNINGEN OM FÖRETAGETS TOTALA DATAINVESTERINGAR

NYHETER: INTERGRAPH KÖPER TECHNOVISION • HP OMORGANISERAR I SVERIGE

KORSNÄS KAPAR KOSTNADER • DOWNSIZING PÅ SAS • BOHLINS SATSAR PÅ MAC

The sales brochure was based on the June cover.

IDG Sweden's staff moved quickly once the decision was made to go ahead with the project on March 16, a timetable that rivaled the start-up of *PC World Svenska* in 1984. The circulation list was built by telephoning the 6,500 companies in Sweden with more than 50 employees and asking for the names of the top two people in charge of computer strategy. Many times this was the MIS director, Marnfeldt said, but the CEO and CFO were also mentioned often.

In order to meet the initial target of 60 ad pages, salespeople were asked to sell a

- SEE PAGE 4

IDC, TechMedia collaborate on video sales tools

IDC and Techmedia Video in Peterborough, N.H., are currently putting the finishing touches on a project that will enable IDC's sales force to more effectively market the company's No. 1 asset: the expertise of its analysts.

Following this year's Directions '92 industry briefing session held in March, the sales force renewed its calls for a video presentation that could be used as a tool to help introduce prospects to IDC's top analysts. As a result, Vice President of Sales and Marketing Larry Bishop and the IDC Executive Committee decided to create a series of videotapes containing the full text of the presentations given by each analyst at this year's briefing session.

Bishop solicited bids from several area production houses including IDG's TechMedia. TechMedia won the business, explained Bishop, for three main reasons. "Their price was consistent with those of the competition; we were familiar with the work they have done in the past, and it is of excellent quality; and they're a sister company. All things being equal, we'd just as soon keep it in the family."

Director of Marketing Maryanne Sinville, assisted by Marketing Specialist Deborah Brown, assumed responsibility

- SEE PAGE 5

IN BRIEF

Newsletter targets pen computing market

Business Computer Publishing Inc., based in Peterborough, N.H., last month launched *Pen Computer Report*, an eight-page monthly newsletter providing news and analysis of the emerging pen-computing industry. The newsletter, targeted at early adopters of the technology as well as industry players,will provide the latest news and analysis, statistical snapshots of the industry, case studies of users and input from guest columnists on a regular basis. "We launched this publication as a newsletter in response to a perceived need for timely information in a still-immature industry which we felt could not yet support a full-blown magazine," noted Editor **David Essex**.

NW gets starring role at GroupWare '92

Network World recently announced that it will serve as the official publication of GroupWare '92, the first commercial industry forum and exposition for groupware. The show will be held Aug. 3-5 in San Jose, Calif., and produced by The Conference Group."*Network World* took a leadership role as early as 1988 in recogizing groupware as a key technology of the future. Since then, we've written 85 articles on the topic and created an Enterprise Application section that focuses in part on groupware," said *Network World* President and Publisher **Colin Ungaro**. In its role as the show's official publication, *NW* will distribute a special supplement on the past, present and future use of groupware. The supplement will initially appear as a special advertising section in *Network World*'s June 22 issue, which will go to the publication's 150,100 subscribers and will also be distributed at PC Expo in New York June 23-25.

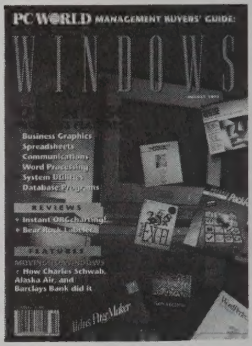
InfoWorld readers get HelpDesk

InfoWorld has introduced a new weekly feature that will offer readers timely, technical support information about important products as they reach the marketplace. In its debut appearance, the "HelpDesk" column addressed some of the most commonly asked questions about Microsoft's new Windows Version 3.1. The answers were developed in conjunction with and verified by Microsoft's own technical support organization. "The typical *InfoWorld* reader is responsible for several hundred PC systems," said Editor-in-Chief **Stewart Alsop**. "Multiplied across that many computers, a technical question about a widely used product such as Windows can quickly become a very significant issue. We'll work with vendors to deliver useful, hands-on answers and solutions for the queries that are most widespread."

FCW wins legal battle over show sponsorship

Federal Computer Week last month co-sponsored a very successful conference that previewed the U.S. federal government's 1993 IT budget despite a failed last-ditch attempt by Reed Publishing (publishers of rival *Government Computer News*) to halt the show. In a lawsuit, Reed, last year's co-sponsor, alleged that Federal Sources Inc., co-producer of the Outlook '93 conference, breached an unwritten contract by selecting *FCW* over *GCN* as this year's co-sponsor. The May 7 conference attracted over 230 attendees. *FCW* President **Ken Kaplan** delivered the welcoming address and Editor **Edie Holmes** was the featured luncheon speaker.

PCW buyers' guide targets Windows users



After six months on the drawing board comes the announcement of the *Management Guide to Windows*, a new buyer's guide targeted to those in the business community considering a move to Windows.

Appearing under the *PC World* logo, the publication will help readers demystify the barrage of information surrounding Windows and provide comprehensive buying information for the most popular Windows-based business applications.

According to Publisher **Jeff Edman**, "*PC World*'s editorial has become synonymous with business computing; this specialty publication will have a unique focus of editorial for the business manager not yet committed or only recently committed to the Windows operating environment."

Slated to go on sale June 9 and to be sold only through newsstands around the U.S., the initial distribution of the *Management Guide to Windows* will be 150,000.

Edman believes the vehicle will be on-target for Windows product advertisers. He says research shows that most Windows applications are bought at the same time that Windows itself is purchased.

So publications that focus on current Windows users are talking to these prospects after their initial round of purchasing is complete. "The most effective time to reach people is when they are just deciding to migrate to the new system. That's when they'll be reading our new publication.

"And, the only way to reach [the users] is to put the product on sale and let the readers identify themselves," Edman added.

On line

ASK WALTER

Q Since the new IDG Shenzhen office in China will soon house a test center that will be used for our Asia/Pacific offices, are there any plans to establish a similar regional test center in Europe?

A There are no immediate plans for a regional test center in Europe, but at a recent European ManagersMeeting we did discuss how the various European countries could better cooperate in terms of doing testing and establishing methodologies and standards.

We currently have several test centers in Europe and those that do exist regularly exchange information as well as know-how. In our highly decentralized environment—one that concentrates on each individual market to best serve our readers— we do not foresee the establishment of a totally centralized test center, but we are certainly looking at ways in which all of our facilities can work together more efficiently.

In fact, we are investigating how to better tie all test centers around the world together through the IDG News Service and, perhaps, a dedicated network for just this purpose.

Testing remains one of the most important areas of our editorial packages and will continue to receive support from both headquarters and from our individual business units.

Q What were the highlights of the recent European Managers Meeting in Paris?

A As usual, the biggest highlight of every meeting is just the fact that we are all together to share information and insights about our common markets and goals. This particular meeting had the added advantage of being in Paris in late spring.

There were, among other things, excellent reports on various market activities and the general competitive situation. We also had the advantage of having amongst our number several U.S. presidents who were in Paris for another meeting. It was a fine opportunity to have them present information on their particular markets directly to their European colleagues.

As usual, the afternoon of the main meeting was devoted to our board review meetings where groups of countries get together to discuss their various operations and to take advantage of their peers' insights and suggestions. This new system seems to be working very well, and we expect it to continue in the future.

Q As the company grows and your responsibilities increase, would you ever consider expanding the Executive Committee to include an executive vice president who might help handle business unit management?

A No, we are not looking to add an executive vice president to help with the management of business units, but we are looking at ways of continuing to pass more and more of the decision-making process down to these units with less and less coming from headquarters.

It is clear that our decentralized style of management, while not without faults, is certainly the way of the future as evidenced by the numerous other similar types of organizations that are beginning to follow our example.

Q Can you identify any recent signs, based on business unit performance, that signal an upturn in the U.S. or global economy?

A There are, fortunately, many good indications coming from our worldwide group of companies that bolster our belief that the various world economies are beginning to turn around; some faster than others.

However, there are still some very real problems in areas such as recruitment advertising that will take a considerably longer period of time to return to pre-recession levels.

A note of caution remains. We do not believe that any of the economies in which we have a stake are going to make dramatic turnarounds so it is wise to continue to be conservative in terms of spending and investments — especially in planning for the first half of our next fiscal year.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to **IDG World Update** ***via mail, fax (617) 423-0712 or BusinessTalk D. Butler.***

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

IDC U.K. holds briefing session

The 1992 IDC U.K. Briefing Session, one of nine IDC sessions held across Europe this spring, attracted more 100 attendees to the prestigious Queen Elizabeth II Conference Centre adjacent to the Houses of Parliament. Drawing on the theme of restructuring within the IT industry, key IDC program directors and analysts looked at global events and trends as well as those in Europe and the U.K..

Henry

IDC U.K.

"We judged the day a great success," said IDC U.K. Managing Director **Keith Henry**. "Clients rated all the speakers very highly on the evaluation forms, and there were many favorable comments."

Henry introduced the conference proceedings, followed by Senior VP/Worldwide Research **Dave Moschella**, who provided insight into the restructuring of the IT industry on a worldwide basis. Central to this new "dis-integrated" structure, noted Moschella, is the emergence of two types of companies: those that focus on building the hardware and/or software products and those that specialize in delivering products and services to customers.

Tom Tiefenbrunner, managing director of IDC Germany, spoke about the evolving channels of distribution in Europe: channels are polarizing, VARs are evolving and the vendor marketing role is being transformed.

IDC U.K.'s **Henry Trull**, research manager, and **Miranda Mayes**, vertical market analyst, collaborated on a major session on the U.K. market, which was the day's most well-received presentation. Conducted in the form of role play, Mayes, as a market analyst, presented Trull, as an IT director, with a series of business challenges. In response to his remarks, she commented on how the customer was changing to meet these challenges and how IT vendors have to change in order to provide businesses with needed services

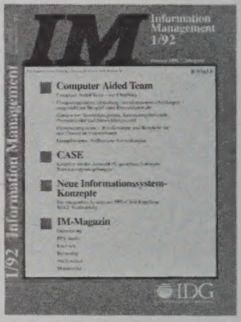
Joan-Carol Brigham, director of PC graphics and multimedia research at IDC U.S., discussed evolving trends in multimedia hardware and software. She noted that multimedia is not in itself a market, but rather a set of evolving technologies that enable new and old applications to integrate audio, video, sound and other elements. Multimedia has attracted much interest in the U.K., though the market there has not developed as quickly as in the U.S.

IDC U.K. developed a new approach for this year's conference, dividing the afteroon program into three sections to allow attendees to focus on their specific interests. In the first session, **Simon Pearce**, research director/European PCs, and **Martin Hingley**, research director/European multi user systems, looked at how industry is adjusting to changing user demands in their respective areas of expertise. In the second session, "Covering IT services in the U.K.," **Graham Browne**, IDC associate consultant, addressed the issue of IT training, an area in which IDC has conducted pioneering reserach; **Ken Carter**, IDC associate consultant, looked at desktop services; and Henry Trull gave some views on systems integration based on new IDC U.K. research. In the session on communications and networks, **Kim Myhre**, vice president/worldwide research, focused on LAN market dynamics in Western Europe while **Kate Ainsworth**, research manager/European network services, looked at network services opportunities.

To conclude the day, IDC Europe President **Roberto Masiero** offered his views on Europe in the '90s with a presentation entitled "Towards a Computerless Computer Industry?"

Edward O'Hara, managing director of IDC Scandinavia, delivered an amusing recitation of his 13 annual predictions about the IT market, including expedtations that "IBM and Microsoft will make up," and "SNI BULL announce plans to merge, but call it off as the combined company's name is judged too embarassing."

IM Information Management gets new look



Then...

After six years with the same design, IDG Germany's *IM Information Management* has a new front cover and internal design. "Its original editorial concept of providing university knowledge and results for information managers has not been altered," said Editor-in-Chief **Wolf-Dietrich Lorenz.**

IM
Geheimnis des Erfolgs:
IS Controlling
Kommunikationstechnik

...and now

"The articles are still published as exclusive reports covering the latest trends, technologies and methods of data processing that are being developed at leading universities and think tanks."

A new section of the magazine contains compact practical information and interviews. The redesign, as well as the new subtitle, "the technical journal for information management," emphasizes the publication's new role as a tool for managers.

IDG Sweden

- FROM PAGE 1

minimum of three pages each. They found this easy to do once clients heard about the content and the large, targeted audience (given the difference in demographics, a circulation of 21,000 in Sweden is roughly equivalent to a circulation of 600,000 in the U.S.)"We've been waiting for someone to start such a publication," was a familiar response to the sales staff's calls. Eighty-five pages were sold between April 3 and May 6.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK June 8, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

EMPLOYEE DEVELOPMENT CONSULTANT (PCW)

This short-term 3 month summer position will involve counseling PC World/PCW Central Services employees on Career Planning and development steps; development of individual career action plans, identification of outside courses, seminars and training programs which match individual/departmental objectives. Candidate must be located in the SF Bay Area. Currently enrolled in a graduate program (either PhD/MS) in Org. Behavior/Dev./Ind. Psych. Previous experience in HR, teaching or counselling required. Publishing/media background preferred.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Acronym	Company/Division Name	Central Location	Acronym	Company/Division Name	Central Location
A+	A+ Publishing	Peterborough, NH	IFW	InfoWorld Publishing Corp.	San Mateo, CA
BCP	Business Computer Publishing	Peterborough, NH	IMI	Integrated Media, Inc.	San Francisco, CA
CBP	Computer Buyers Publishing	Wakefield, MA	ISG	Information Strategies Group	Vienna, VA
CIO	CIO Publishing Corporation	Framingham, MA	LPC	Lotus Publishing Corporation	Cambridge, MA
CWPI	ComputerWorld Publishing, Inc.	Framingham, MA	MAC	Macworld	San Francisco, CA
CWDD	ComputerWorld Database Div.	Framingham, MA	MPC	MPC World Magazine	San Francisco, CA
DNP	Digital News Publishing	Boston, MA	NWW	Network World, Inc.	Framingham, MA
ENP	Electronic News Publishing	New York, NY	NXTW	IMI - *NeXTWorld*	San Francisco, CA
FCW	Federal Computer Week	Falls Church, VA	PCW	PC World	San Francisco, CA
GPI	GamePro Publishing, Inc.	Redwood City, CA	PUB	IMI - *Publish!*	San Francisco, CA
IDC	International Data Corporation	Framingham, MA	SWP	IMI - *SunWorld*	San Francisco, CA
IDG	International Data Group	Framingham, MA	TIS	Tech. Investment Strategies Co.	Framingham, MA
IDG/B	IDG Books	San Mateo, CA	TMG	Tech Media Group	Peterborough, NH
IDG/P	IDG Peterborough, NH	Peterborough, NH	WEC	World Expo Corporation	Framingham, MA

Job Opportunities

Revised: June 8, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Editorial Director	Int'l News Group, Boston, MA	B. Corry	(508)935-4416
IDG	Mail Center Assistant	One Exeter Plaza, Boston, MA	M. Cornetta	(508)935-4734
IDG	Temporary Staff Accountant	Framingham, MA	B. Corry	(508)935-4416
WEC	Graphic Designer Intern	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Asst. to Group Show Manager	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
LPC	Part-Time Editorial Asst.	*LOTUS,* Cambridge, MA	C. Basso	(617)225-6847
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Account Manager	*LOTUS,* Los Angeles, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Account Representative	*PCWorld,* Rochelle Park, NJ	B. Ostrow	(508)820-0440
PCW	Administrative Asst. (A)	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Test Center Director	*PCWorld,* San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Designer	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW	Senior Reviews Editor	*PCWorld,* San Francisco, CA	E. Knorr	(415)978-3220
PCW	MIS Director	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	District Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	District Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	District Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY
JUNE/JULY 1992

Disabilities Act takes effect next month

It is estimated that there are 43 million disabled adults in America today. According to the President's Committee for Employment of People With Disabilities, two-thirds, or approximately 25 million, of those people are capable and interested in working and yet they are unemployed. In July 1992 the Americans with Disabilities Act goes into effect.

What is the Americans With Disabilities Act (ADA) ?
The goal of the ADA is to allow individuals with disabilities equal opportunity for employment and access to public accommodations and services. The ADA prohibits discrimination against a qualified individualwith a disability in regard to job applications, hiring, advancement, discharge, compensation, training or other terms, conditions or privileges of employment. It mandates that employers clearly justify the use of any employment standard, criterion or job description that tends to exclude or adversely affect individuals with disabilities. It also requires employers to make "reasonable accommodations" in both the job and the physical workplace. Like the Civil Rights Act of 1964, outlawing discrimination based on race, religion, sex and national origin, the Americans With Disabilities Act is a landmark in employment and civil rights legislation.

Who is protected under the ADA?
Generally, an individual with a "disability" is one who has a physical or mental impairment that substantially limits one or more major life activities including walking, standing, speaking, breathing, learning, hearing, seeing or using hands.

What is "reasonable accommodation"?
Reasonable accommodation is determined by the facts and circumstances of each situation. Some examples of reasonable accommodation can be helping a blind applicant complete a written job application, raising or lowering a work surface to accommodate a wheelchair, modifying a job by redistributing non-essential job functions such as lifting or carrying, providing a modified work schedule to allow for medical treatment, purchasing special adaptive equipment or just being patient with someone who requires a bit more time to get from one place to another.

Studies show that 51% of the accommodations provided to employees with disabilities resulted in no additional cost, 30% resulted in costs $500 or under and only 1% of all accommodations cost $5,000.

Factors considered in determining whether an accommodation would impose an "undue hardship" on a company include the nature and cost of a requested accommodation and the financial resources of the company. The vast majority of accommodations will be no to low cost and considered reasonable accommodations.

Working with People With Disabilities
Encouraged by the ADA, individuals with disabilities will become a bigger part of the increasingly diverse work force at large. The IDG companies will benefit from this increased talent pool as we continue to search, in a shrinking work force, for the most talented, qualified people to fill positions.

In order to attract, hire and retain valuable talent it will be necessary to challenge our assumptions and attitudes about disabilities and create partnerships with individuals with disabilities to eliminate

- SEE BACK

Medical open enrollment brings changes

Once again, it is time for employees to review their medical plan options. IDG employees have until June 15 to make sure that their medical plan selection meets their needs. In most areas of the country employees may choose between the IDG Medical Plan, administered by John Hancock, or the nearly one dozen Health Maintenance Organizations (HMOs). Local Human Resources Departments have materials that describe the various options offered at your location. Remember that once you select a medical plan, the next opportunity to change carriers will be a year from now. There are a few medical plan changes that you should be aware of before you make your plan selection.

WELL-BABY CARE NOW OFFERED

Beginning July 1, the IDG Medical Plan will provide Well-Baby Care if you select dependent coverage. This new benefit will cover examinations and screenings, immunizations and other services for children under the age of six. These services will be covered at 100% of reasonable and customary rates, with no deductible. In making your plan selection you may want to know that most HMOs also cover this type of service. Many employees have been asking for this benefit enhancement and IDG is pleased to be able to offer it.

VISION CARE ENHANCED

The IDG Vision Assistance Benefit will be enhanced as of July 1, 1992. In the past the plan paid $35 toward the cost of a annual vision examination and $50 toward the cost of lenses, frames or contacts. Beginning July 1, the plan will pay up to

- SEE BACK

Act

- FROM FRONT

stereotypes and create positive working relationships.

A Few Tips From The Experts

Always think of, write about, speak of a person with a disability emphasizing the *individual* not the disability. Rather than use the disability as a descriptor, refer to it only if it applies to the content of what you are saying. Avoid labeling people in groups, as in the disabled, the deaf. Say "our company hires people with disabilities" *not* "our company hires the disabled." Challenge and correct your own assumptions about disabilities. Do you assume that people who use wheelchairs cannot stand or walk? Gain an understanding of who an individual is and what he is capable of doing in order to eliminate any misinformation. People with disabilities are as diverse as any group of people.

Acknowledge that it's common to feel uneasy in the presence of a co-worker who has a disability until you get to know him. This is common for people who have limited experience working with co-workers who have a disability. Both parties will be much more comfortable when this is shared.

Pursue information in order to accommodate the person with a disability and make both of you feel more at ease. You may ask a hearing impaired person if it would be helpful if you faced him directly and spoke more slowly. Ask a person who uses a wheelchair if he prefers for you to walk in front or behind him in a narrow hallway. Encourage the person to make suggestions for how the two of you can best work together. Be a model of appropriate behavior and encourage others to do the same.

> ***In order to attract, hire and retain valuable talent, it will be necessary to challenge our assumptions about disabilities.***

Changes

- FROM FRONT

$100 annually toward the cost of vision services. You may use the $100 in any way you wish as the caps and specific service limits will be eliminated. The enhanced benefit can be applied to any vision services received *after* July 1, 1992.

NO EMPLOYEE CONTRIBUTIONS

IDG employees will be pleased to know that they will not be required to contribute to the medical plan costs if they select the IDG Medical Plan-Single Coverage. While we fully expected to implement employee contributions starting in July, the IDG Executive Committee decided against employee contributions, primarily because IDG's medical claims experience for the past year has been excellent. IDG employees are smart consumers of medical services and employee use of such features as the Patient Advocate program and other plan features has resulted in our claims experience tracking well below industry averages. Keep in mind that the medical inflation rate is still increasing at over double the general inflation rate. Employee contributions may be re-examined in the future. Not requiring contributions now though will keep IDG in an elite minority of organizations that offer such an extensive benefits package at no cost to its employees.

> ***Not requiring [employee] contributions will keep IDG in an elite minority.***

While IDG has held the line on single coverage rates, the cost of medical coverage for families in the IDG Plan and employees selecting HMO coverage will rise somewhat. Claims experience for dependents of IDG employees has risen much faster than claims for employees themselves. Because of this IDG will be raising the rates of the IDG Medical Plan for family coverage by $3 per paycheck starting in July.

HMO costs have been rising even faster than the IDG Plan costs. The premiums charged to IDG by our HMOs will rise an average of 12% this year. Once again IDG will absorb the majority of the cost increase but employees should expect to see some increases in their contribution amounts depending on which HMO is selected. Employee contribution rates will be available with the Open Enrollment materials.

NEW HMOS OFFERED

Again responding to employee input, IDG is pleased to be able to offer two new HMOs. For the first time, employees in the Pennsylvania-New York-New Jersey-Connecticut area have a choice between the IDG Medical Plan and U.S. Healthcare. A highly regarded HMO, U.S. Healthcare has a well-established network of doctors throughout much of the mid-Atlantic region.

Massachusetts employees will have the Tufts HMO added to their list of medical plan options. Tufts is another HMO that is highly regarded and financially sound, which is an important consideration in selecting medical vendors.

Because of concern about their financial stability, IDG will be freezing Bay State enrollments indefinitely. Those Massachusetts-based employees currently enrolled with Bay State may stay on this plan but other employees will not have the opportunity to select this HMO option. We will continue to monitor the status of this HMO.

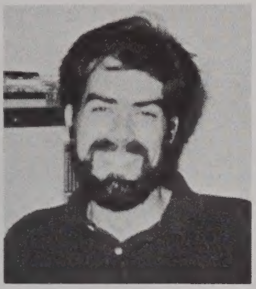
The IDG Psychological Benefit will be modified as of July 1. The $1,000 per year maximum benefit will remain the same. Employees will be able to access the full $1,000 at any time throughout the year as opposed to being limited to a maximum benefit of $500 for each six-month period. This modification will ease administration and provide a more flexible benefit for IDG employees.

Benefits, like the rest of our work lives, are constantly changing. Your local Human Resources Department is ready to respond to your questions about these changes as well as any other questions you may have about the IDG Benefits Plan.

IDC, Tech Media

- FROM PAGE 1

for the project including the daunting task of coordinating the schedules of the 16 well-traveled analysts to ensure their availability during the time TechMedia's Technical Director **Chris Conroy** would be in Framingham to tape their presentations.


Conroy

TechMedia Photo

The filming took place over three days in a makeshift studio at IDC's Framingham's headquarters. Conroy noted that because the analysts are such accomplished public speakers, he needed to do very little coaching except to remind them to address the camera and not walk around as they spoke as they normally would do during a presentation.

Kathy Collins, manager of creative resources, worked long hours to ensure the successful conversion of the analysts' original slides, which are included in each of the 16 30- to 45-minute tapes along with a brief introduction from IDC President Kirk Campbell. Initially some 20 copies of each tape will be made available to the sales force. Explained Sinville, "When a sales person goes to call on PC software maker, for example, they can take along the relevant video as a 'leave behind.' "

"These tapes will give the sales people an opportunity to put an analyst in front of a prospective client without the complications of scheduling a face-to-face meeting," noted Bishop. "It will also give the prospect a handle on the kinds of material covered in our Continuous Information Services programs," he added.

> **"These tapes will put an analyst in front of a prospective client without the complications of scheduling a face-to-face meeting."**
>
> — Larry Bishop

According to Conroy, the tapes should be in the hands of the sales team by next month. Should the tapes prove a successful marketing tool, they will be updated following next year's briefing session, noted Sinville.

TechMedia Video produces, markets and distributes computer-related video tutorials for the business, home and education markets. It operates a broadcast-quality, multiformat studio from which it can handle the complete in-house production of its videos. Among its current titles are *Animation Video Volume I* and *Volume II* and *How To Animate I*. TechMedia's latest video, *The History of the Amiga*, is due out by mid-June. TechMedia's videos are currently distributed by such large distributors as MusicLand, Capital Cities, Baker & Taylor, Artec and Ingram-Comtron.

Says TechMedia Video Products Manager **Lynn Lagasse**, "I would especially like to speak with other companies within IDG regarding their video needs to explore how TechMedia Video can work with them to fulfill those needs."

Top IDC analysts featured in IDC video

David Moschella
Senior VP, Worldwide Research
"The Structure of the IT Industry in the Year 2000"

Kim Myhre,
Senior VP, Worldwide Consulting
"1992 IT Spending Outlook"

Aaron Goldberg, Senior VP,
Desktop Computing Research
"Client/Server: Direction of the '90s"

Anthony Picardi, Director,
Application Tools Research
"Trends in Application Development"

Rebecca Segal
VP, Sales and Services Research
"Systems Integration and Outsourcing"

Peter Burris
Director, IBM Research
"Integrating the Enterprise: IBM's Challenge for the 1990s"

Vicki J. Brown,
VP, Systems Research
"Workstation Opportunities: Technical Markets & Beyond

David Vellante
VP, Systems & Software Research
"The Midrange Market Squeeze"

David Smith, Director,
Systems & Software Research
"Surviving Open Systems"

Ann Palermo, Director
Workgroup Applications Research
Nancy McSharry, Manager,
PC Software Research
"The Changing Desktop Software Environment"

Bruce Stephen
Director, PC Hardware Research
"PC Hardware: Market Under Pressure"

Lee Levitt, Director,
Distribution Channels Research
"1992: Strategies for Building Channel Share"

Rick Villars, Director,
Computer Networking Research
"Computer Networking Architectures"

Lee Doyle, Director,
Local Area Network Research
"Evolution of the LAN Industry"

Gigi Wang, VP, Communications Industry Research
"Carrier Strategies for Enterprise Networking"

Noteworthy!

PROMOTIONS

Paul Martin has been promoted to vice president of finance and administration at *Computer Buying World*, where his expanded responsibilities will included managing the circulation effort. "Paul's dedication, hard work and meticulous attention to detail are a real asset to all of us, and his strategic input into all aspects of our business has been critical to our many successes at *CBW*," said Publisher **Jonathan Cohler**.

■ ■

Bridget Cammarata, who joined *CIO* in 1991 as executive assistant for sales and marketing, will be taking on additional tasks in her new role of sales and marketing specialist. "Bridget designed a number of systems and procedures to streamline sales and marketing reporting/processes and has enthusiastically taken on project management responsibilities for important marketing projects," said *CIO* President **Joe Levy**.

TRANSFERS

Robinson World Update

Digital NEWS welcomes **Nancy Robinson** as district manager for the northeast region, where she'll cover the New England, northern Midwest and eastern Canada sales territories. Most recently, Robinson was an advertising account representative for *LOTUS* magazine. She holds a BA in business management and mass communications from Westfield State College and enjoys gardening and aerobics.

■ ■

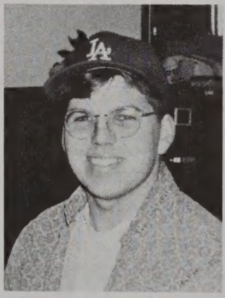
Lisa Crutchfield, formerly the Southern California/Arizon/Utah account manager for *Publish*, has moved to *Lotus* magazine to cover the same general territory. She joined IDG in 1989. Crutchfield has a BA in English and minor in journalism from Fairfield University and finds time to read and play the piano, cello and saxaphone.

NEW EMPLOYEES

Several new employees are on board at IDC. **Christopher Willard**, based in Mountain View, Calif., is the manager for high performance technology. He has more than 10 years of industry experience, most recently as senior industry analyst at Dataquest in the areas of supercomputers and massively parallel computers. Willard has a BA from the University of Rhode Island, and an MS and Ph.D from the University of Minnesota.

Twelve-year industry veteran **Chris Christiansen** has signed on as research director, commercial systems. He previously worked at Meta Group as program director for midrange systems and strategies and global networking services. Christiansen has a BS from Millersville State University and an MS from Boston University and enjoys skiing, windsurfing and bicycling.

As director of production services, **Nancy Kruse Hannigan** will be managing the editors, graphic specialists and copy center operator at IDC's production group. She was recently document production manager at MIT's Lincoln Laboratory. Hannigan has a BS in journalism and an MBA, both from Suffolk University, and teaches editing courses at Northeastern University's publishing program.



Cormier World Update

Chris Cormier, IDC's mail clerk, will be handling a busy schedule next fall when he begins culinary arts classes in the evening at Newbury College. A self-described "walking baseball encyclopedia," Cormier adds to his voluminous knowledge by collecting baseball cards.

■ ■

Dot Caspersen is an office assistant at *CIO*, providing administrative and research support to both the New England sales region and the marketing department. She previously worked at Dun & Bradstreet Software, managing the registration system and direct mail database for DBS' customer seminar group.

IDGCP

Gloria Lodge (R) receives an award from a N.H. business group.

RECOGNITION

Gloria Lodge, human resources director at IDG Peterborough, has been named by the Monadnock (N.H.) Business and Professional Women's Organization as its outstanding young career woman for 1992.

Lodge has served as past president of the Monadnock women's group and of the Peterborough Chamber of Commerce. She is also on the board of a community day care organization and is active in the Kiwanis Club, Women's Crisis Services and the Monadnock Quilters Guild.

■ ■

John Long, circulation director for *Federal Computer Week*, recently participated in a panel discussion on circulation promotion at the 1992 BPA Conference in Chicago.

■ ■

After four-and-a-half years of part-time evening classes, *Digital NEWS* Advertising Coordinator **Nancy Stubbs** graduated first in her class from the Harvard University Extension School. She received a certificate of special studies with a concentration in marketing.

Waters-Colacchio celebrates 10th anniversary

Debbie Waters-Colacchio began working at IDG as a part-time assistant in the list rental department, moving on to a full-time position as a secretary at *Computerworld's* general administration department. In late 1982, she took on her current responsibilities as executive assistant to Vice President/Corporate Services Marion Kibbee.

Waters-Colacchio handles a variety of projects, including managing international travel schedules, compiling the corporate telephone/address directory, helping to organize numerous meetings, including the annual Worldwide Managers meeting, assisting Kibbee with preparations for the President's Office budget and gathering monthly commentary for the Executive Committee's review meeting workbooks.

Outside the office, Waters-Colacchio enjoys collecting antiques and spending time with her husband Tom, three-and-a-half year-old daughter Heather and 14-month-old son T.J.

World Update

Waters-Colacchio and Pat McGovern before lunch at the Ritz.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHT YEARS
James Gold - IDC
Donald Best - IDC

SEVEN YEARS
Joan-Carol Brigham - IDC

SIX YEARS
Analia Guimil - IDG/IDC Argentina
John Robison - IDG
Jonathan Epstein - *PCW/MPC World*
Kate Ulrich - *Macworld*

FIVE YEARS
George Glenn - IDG
Judy Dandison - WEC
Robert Carrigan - Digital NEWS
Linda Manes - *PC World*
Norman Noble - *PC World*
Corinne Charrier - IDG France
Frank Hahn - IDG Germany
Joseph Greene - IDC Canada

FOUR YEARS
Debra Brown - IDG/CI
Kristine Benoit - *Lotus*
Anita Taff-Rice - *Network World*
Rebeca Williamson - IDC
Susan Petrie - IDG
Michael O'Neil - IDC Canada

THREE YEARS
Janel Breckenridge - IDG Australia
John Long - *Federal Computer Week*
Janet Argersinger - IDG/CI
Pierre Mangin - IDG France

TWO YEARS
Deborah Moran - IDC
Andrew Everett - WEC Germany
Stephen Fontaine - IDC
Clare O'Brien - *Network World*
Henry Pham - *PC World*
Mark Taussig - *PC World*

ONE YEAR
Kadija Burgess - Information Strategies Group
Tracy Mayor - *Lotus*
Rowland Aertker - *Lotus*
Andrew Ochrymowych - *Lotus*
Glenna Fasold - *Network World*
Terri Mitchell - *Network World*
Simson Garfinkel - *NextWorld*
Jeremy Sell - IDG UK
Carol Johnstone - *Macworld*
Panos Kakaviatos - *FCW*

Chairman's Achievers

Joanne Oteri
Director, Data Acquisition
CW Database Division

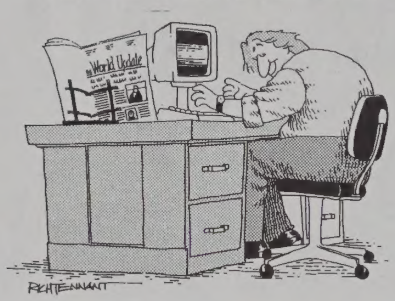
"When the ITI database became the CW Database Division last fall, we decided to shift our focus from taking an inventory of installed IT products at companies of all sizes to finding and profiling the biggest current buyers of IT in the U.S.," said **Rich Mikita**, general manager of the database division. "As we re-invented our data collection strategy, Joanne was instrumental in steering the group through a fast ride up a steep learning curve, Mikita added. "

As a result, *Computerworld* now has a unique and complementary resource to offer its advertisers. "Joanne has accumulated a wealth of knowledge during her 18 years with IDG, and she is truly a repository of the company's database history."

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Off line

Win Your Own

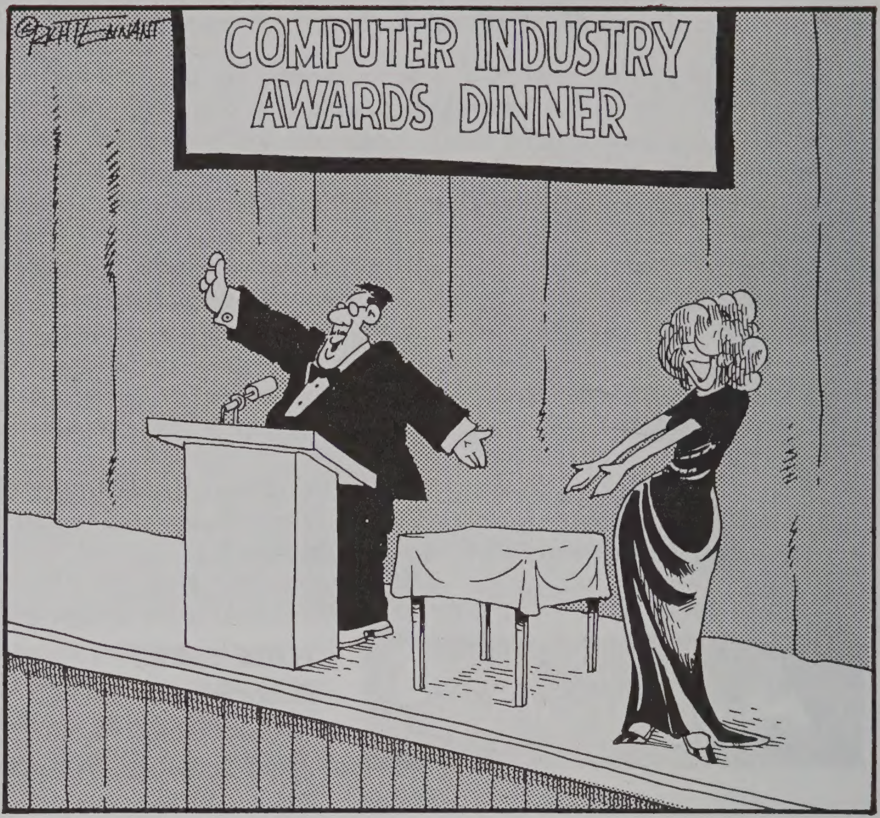


Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 30. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith.

Have fun!



IDG World Update

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IT innovators honored at Computerworld Smithsonian Awards
- PAGE 2

IDC wins NCR service and support award
- PAGE 4

MACWORLD Expo extends reach to Italy
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 24

JUNE 15, 1992

LotusWorld attendees choose from diversified menu

It started with an opening address by Lotus Publishing Corp. (LPC) President **Mark Flanagan** and concluded with a rousing concert by Ray Charles and Gladys Knight. In between, attendees at the four-day LotusWorld conference and expo in Boston last week had a variety of opportunities to explore the latest Lotus-related solutions to stay competitive in the '90s.

According to **Jean Criss**, director of strategic relations for show sponsor Lotus Publishing, more than 700 people preregistered for the full conference, far exceeding LPC's goal. Well over 5,000 visitors toured 120 exhibit booths in the expo center.

"The reaction from attendees has been very positive," Flanagan said. "Many of them have told me how much better the conference portion is compared to last year." LPC sponsored only the trade show in 1991, but this year took on responsibility for the conference and expanded it to include more than 60 sessions, panels, and roundtables.

IDG participants in the conference included *LOTUS* Editor-in-Chief **Peter Bartolik**, *LOTUS* Development Editor **Richard Cranford** and IDC's **Ann Palermo**, director of workgroup and messaging systems research.

Keynote speakers at the general sessions were Jim Manzi, chairman and CEO of Lotus Development Corp., John Landry, chief technology offier and senior vice president/software development, Lotus Development; Walter Bender, principal research scientist, MIT Media Laboratory and Thomas Malone, professor of information systems, MIT's Sloan School of Management.

EXHIBITION HALL D
Welcome To LotusWorld '92
LotusWorld
EXPOSITION HOURS:

World Update

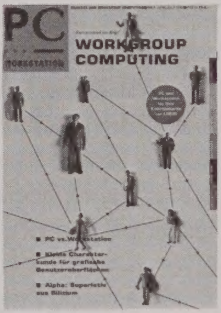
LotusWorld's conference program drew more than twice the anticipated crowd.

Among the exhibitors was Learn PC, a Minneapolis-based company that works with Lotus Publishing to produce and distribute Lotus Videos and Video Training Systems. Their newest product is Lotus Courseware, a comprehensive text-based training package that includes a course guide, lesson books and sample exercise disk. LPC just acquired Lotus Courseware from Lotus Development a few weeks

- SEE PAGE 4

PC und Workstation debuts in Zurich

IDG Switzerland's third publication, *PC und WORKSTATION - Das Magazin fuer Enduser + Workgroup Computing*, was officially launched last week at the Logic Computer Show in Zurich.



It will be published monthly beginning in September and have a circulation of approximately 20,000: 15,000 mailed to the target audience and 5,000 to newsstands. Each debut issue contained a free pass for the Logic show. Ten thousand additional copies were distributed at the show with a special subscription offer.

"Last October we did lot of research on our readers and advertisers through focus groups, interviews and questionnaires and found that we should not launch 'just another' PC magazine," said General Manager **Gebhard Osterwalder**. "In Switzerland there are 192 PC publications available on the newsstands in all different languages. The US *PC World* and the German *PC Welt* are very well known. That is why we developed a differentiation strategy."

- SEE PAGE 4

CW Smithsonian Awards honor IT innovations

The winners of the fourth annual Computerworld Smithsonian Awards Program were announced last week at a ceremony held at the National Building Museum in Washington, D.C.

More than 800 industry leaders, nominees, professionals and guests attended the international program, which recognizes the positive impact IT has had not only on business, but also on all aspects of human endeavor.

The 12 award winners were chosen by judges renowned as experts in their fields and were selected from among 52 outstanding finalists and an initial group of nearly 300 nominees. The winning applications will be included in "The Information Age: People, Information and Technology," a permanent exhibition at the Smithsonian Institution that has already been seen by more than three million people.

In addition to the innovative uses of technology honored during the evening, three individuals received Information Technology Leadership Awards for their pioneering efforts: Thomas Watson, Jr., chairman emeritus of IBM ; Kenneth H. Olsen, founder and president of Digital Equipment Corp.; and Ronald K. Thornton, director of the Center for Science and Mathematics Teaching at Tufts University in Medford, Mass., and recipient of the 1992 CW Smithsonian Information Award for Education.

Sam Baruch

CW Publisher Gary Beach (L), IDG Chairman Pat McGovern (R),with winners of the Education/ Academia category: Lt. Bradshaw (in uniform) and Charles O'Connor, Ohio Center of Science and Industry. Awards emcee Dick Cavett is to McGovern's right.

And the winners are...

Business and Related Services
KMart Corporation
The KIN II computer system, which incorporates handheld frequency terminals, provides a strategic, technical and operational advantage in the highly competitive mass merchandise industry.

Education and Academia
Ohio's Center of Science and Industry
On "Mission to Mars," a 5,000-square-foot interactive, computer-based exhibition , visitors become a research crew in the first outpost on the surface of Mars and enhance their learning experience in basic math and science.

Environment, Energy and Agriculture
Wilderness Society
The Wilderness Society's Endangered Ecosystems Mapping Project addresses issues surrounding fragile ecosystems, threats to endangered species and economic costs and benefits of conservation.

Finance, Insurance and Real Estate
American Express Co.
The Worldwide Credit Authorization Risk Management System integrates systems, applications, hardware and operational technologies to serve American Express customers as they conduct their business in the expanding global market.

Government /Non-profit Organizations
Georgia Institute of Technology
Multimedia technology bridged cultural, racial and language barriers in Atlanta's winning bid for the 1996 Summer Olympic Games. Members of the International Olympic Committee could "fly" themselves around and inside each venue.

Manufacturing
Aeroquip Corp.
The Quote Buildup system simplifies, streamlines and selectively automates the quoting process. Users can verify the part, calculate the price and determine the best delivery date available, all while the customer is still on the phone.

Media, Arts and Entertainment (tie)
Avid Technology, Inc.
Avid Media Composer is a series of digital, nonlinear video and audio editing systems offering new tools to enhance creativity and support diverse, more sophisticated programming for broadcast and industry.

MIT Media Laboratory
Synthetic Performers can follow a live singer or instrumentalist, and provide a fully synchronized accompaniment, showing that technology can be a sympathetic partner in the search for human expressivenes.

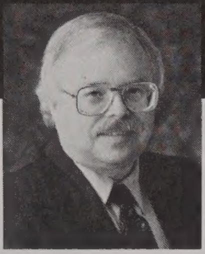
Medicine
Integrated Surgical Systems, Inc.
The ROBODOC Surgical Assistant™ combines a three-dimensional imaging system for preoperative planning with a surgical robot for accurate femoral canal preparation during total hip replacement.

Science (tie)
Stanford Medical School
The GenBank Computer Resource project accelerates medical research by collecting new gene sequences as they are published and delivering them to scientists worldwide via rapid computer networks.

Westinghouse Electric Corp.
Westinghouse created and is operating supercomputing centers at universities in four U.S. cities to improve industrial competitiveness through transfer of new technology to private companies and educate the research community.

Transportation
Federal Express Corp.
Ramp Management Advisor System coordinates the activities of 95 or more aircraft and the personnel who prepare them for flight at FedEx's Memphis, Tenn., hub, minimizing time on taxiways, saving fuel and money, and reducing air traffic controller stress.

On line



ASK JOE

Every other week, "On line" features selected guest columnists. This week, CIO *President Joe Levy takes a turn.*

Q How would you summarize your mission as publisher and president of CIO Publishing?

A Basically, my mission is to articulate the role of the CIO in the 1990s to our advertising prospect base and also to be a cheerleader for our readership constituency. I give lots of speeches around the country in which I talk about the emerging role of the CIO. Traditionally, this person has been viewed as a technician — more interested in the latest technology than the bottom line. I attempt to educate vendors about the CIO's evolving role as a business executive with a strong bottom-line focus. Obviously, another important aspect of my job is to keep a close eye on our own bottom line, but you don't even get to a bottom line unless you prove the worth of your publication.

Q What are the keys to *CIO's* success?

A The overriding key to *CIO*'s success has been the great working relationship between myself and my partner [Editor-in-Chief] Marcia Blumenthal, who has been with me since the day I got the idea for *CIO*. It is absolutely critical to the success of a publication to have a strong working relationship between the business and editorial sides of the operation. In too many organizations, there exists an "us vs. them" mentality where each side views the other with some degree of disdain. A lot of editorial folks act as if they'd just as soon see the ads in a separate volume. Marcia understands that a publication needs the loyalty of both its readers and advertisers.

Q Who are *CIO's* competitors and how do you stack up against them?

A We like to say that *CIO* has no direct competitors, however, since we're all going after advertising dollars, to an extent we're fishing out of the same large pond. To a certain degree we compete with the major business books including *Fortune*, *Business Week* and *The Wall Street Journal* and the traditional MIS books including *Computerworld*, *Information Week*, *Datamation* and now *Corporate Computing*. What makes us unique is our editorial strategy, which keeps us focused on issues and solutions as opposed to news and products.

Q Are there any plans in the works to make *CIO*-style publications IDG's next global product line?

A That's not something I control. Our individual country managers know their markets and readers' needs better than anyone. It is up to them to determine when and if *CIO* should be launched in their own countries. Should any of them decide to go ahead with a *CIO*-type launch, we would be happy to assist in any way we could. We do currently have over 2,000 foreign subscribers in Europe, Asia, Australia and South America. Although *CIO* is a controlled circulation book in the U.S., these subscribers pay $150 annually.

Q Could you describe the reason behind *CIO's* 18-times-a-year publishing schedule?

A The decision was primarily reader-driven. Our editorial surveys indicated that most of our readers are in planning cycles six months out of the year and during this time they require the extra information we are able to provide them in our six strategically focused "extra" issues.

We've also had great receptivity from our advertisers, many of whom were bumping up against their limit for advertising in a single publication. AT&T, for example, has a policy that precludes more than four ads in one issue. They, along with many others, have taken advantage of the extra six issues to increase their annual advertising in *CIO* by 50%.

Q What new projects are on the horizon at *CIO*?

A We are looking at a number of ways to make *CIO* bigger and better while extracting more dollars from our readers. To this end, we are considering increasing our annual conference schedule from two to three, and we are evaluating a number of projects including videos, newsletters and a book club.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Kirk Campbell IDC ☐ Mark Flanagan Lotus Publishing ☐ Francois Chaussonniere IDG France

LotusWorld

- FROM PAGE 1

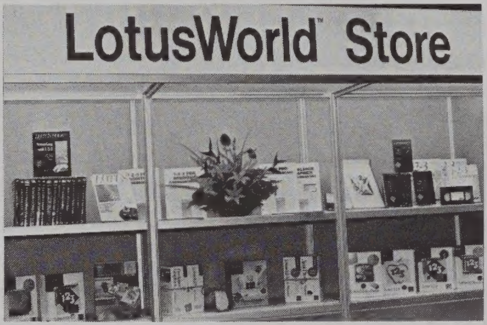
ago, and Learn PC will be developing additions to this product line.

Computerworld staff were also on hand to offer trial subscriptions. The cover wrap of the June 8 issue included details on how to enter *Computerworld*'s 1992 Lotus Notes and cc: Mail Application Awards contest. *CW* and Lotus Development are collaborating on the contest to honor oustanding customized communication product applications. Winners will be announced at the Networld show in Dallas on October 13.

All photos by World Update

Learn PC Account Manager Jeff Alch and LOTUS' Jean Criss

***LOTUS* Senior Editor Fred Paul (L) , Marketing Assistant Lisa Bockweg and Mark Flanagan**



Lotus Videos, Lotus Development 10th anniversary items and other items were adjacent to the expo.

PC und Workstation

- FROM PAGE 1

IDG Switzerland found that readers were looking for a publication that would address Swiss issues, be useful in daily work, have a clear structure and incorporate a user forum as well as product news, reviews and tests.

"Now that we are at the beginning of the end of the DOS age, we have to talk more about integration and connectivity than stand-alone solutions," Osterwalder noted , saying that the new publication will cover such hot topics as OS/2, Windows NT, workstations, Alpha and workgroup computing.

With the help of an outside telemarketing firm, IDG Switzerland developed a new database by obtaining names of key PC users and buyers at the 2,000 major companies in Switzerland that buy 80 % of the country's computer systems. This audience will make up the controlled subscription portion of *PC und WORKSTATION* until the end of this year, and IDG Switzerland will work on converting those readers to paid subscribers in early 1993.

Among the many clients who have offered positive comments about the new publication, one Hitachi marketing representativ called *PC und WORKSTATION* "the publication we've been waiting for." While the 26 pages of advertising in the 84-page June/July issue was just under what the staff expected, Osterwalder said it was a respectable figure given that the Swiss ad market has lost 50% of its pages since 1989. Numerous customers have promised to place ads in the September issue despite cuts in their ad budgets.

Roland Schubert, formerly of IDG Germany, will be joining *PC und WORKSTATION* as editor on July 1. Schubert previously served as senior editor of *Computerwoche* and editor-in-chief of *PC Woche*.

NCR honors IDC for service excellence

World Update

The framed NCR award is to Ken Hoyt's right.

IDC's excellence in customer service has earned it the "CMD Synergy Award" from NCR. Edward Palmer of NCR's corporate marketing division, made the surprise presentation to IDC Senior Account Manager **Ken Hoyt** at NCR's corporate headquarters in Dayton, Ohio.

Accepting the award with Hoyt, who handles the NCR national account, were **Bruce Stephen**, director, PC Hardware Reserach and **Lee Levitt**, director, Distribution Channels Research, who were in Dayton to present IDC's views on trends in the U.S. PC hardware market and U.S. PC distribution channels.

"I am pleased to present this award to IDC and its representatives for outstanding efforts in the areas of information support and supplier responsiveness," Palmer said.

The award, inscribed "NCR Synergy: Working Together to Create Value," is a part of NCR's stakeholder relations program. NCR's philosophy that everyone associated with the company, including customers, suppliers, resellers, shareholders and employees, will succeed through a cooperative effort.

"In line with this philosophy, they wanted to recognize the excellent work that everyone at IDC has done in supporting NCR as a valued customer," Hoyt said.

NCR is one of IDC's top five clients, and IDC is, by far, the largest supplier of information services to NCR.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK June 15, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

COPY EDITOR (NWW)

Responsibilities include handling on-line editing of news and feature stories, proofreading pages as well as writing headlines and charts production pagination. You must have an excellent grasp of the English language. A degree in English or Journalism is preferred. Familiarity with Atex, APStyle or the communications field is desirable.

GROUP MARKETING MANAGER (IDC)

Candidate will write press releases, maintain press contact lists and initiate key press contacts for the System, Software and Storage Research group. Will also build and maintain key prospect lists for each program and act as interface with direct sales for prospect lead generation and follow-up. Also responsible for telephone follow-up on selected mailings for reports and multi-client studies and designing, writing and managing the production of marketing materials including report sales mailings, multi-client study proposals, and special marketing projects.

DISTRICT MANAGER (CBP)

Responsible for selling display ad space throughout the Northern California territory. Requires an energetic, seasoned, polished sales professional with 5 or more years advertising/sales experience. Strong verbal and written communication skills required.

SENIOR PERFORMANCE ANALYST (PCW)

Will develop, run, and report on tests of a variety of PC hardware, software, and networking products from our Test Center. Works closely with editors and other analysts to deliver useful product analysis on deadline. Frequent contact with vendors and end-users. Must have expert technical background, excellent communication skills. Programming, journalism, and supervisory experience preferred.

PERFORMANCE ANALYST (PCW)

Will develop, run, and report on tests of a variety of PC hardware, software, and networking products from our Test Center. Works closely with editors and other analysts to deliver useful product analysis on deadline. Frequent contact with vendors and end-users. Must have thorough understanding of various PC hardware or software and good communication skills.

TECHNICAL ASSISTANT (PCW)

Responsible for tracking and troubleshooting all inventory including products on evaluation loans, executing PC hardware tests and reporting results, working with editors, other Test Center personnel, and vendors in coordinating product loans and verifying technical details, and supporting the Test Center in a variety of administrative duties.

PART-TIME FULFILLMENT MANAGER (A+)

Will be responsible for in-house fulfillment of four titles. Position requires computer literacy, strong organizational skills, 3-5 years fulfillment/auditing background. Experience with postal and circulation audits preferred. Knowledge of IFS and Neodata fulfillment systems helpful.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: June 15, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
IDG	Mail Center Assistant	One Exeter Plaza, Boston, MA	M. Cornetta	(508)935-4734
WEC	Graphic Designer Intern	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Asst. to Group Show Manager	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Copy Editor	*Network World,* Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
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LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Account Manager	*LOTUS,* Los Angeles, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	LAN Administrator	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Desktop	Framingham, MA	K. Weston	(508)935-4290
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	District Manager	*CBP,* Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
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CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
A+	Fulfillment Manager - Part-Time	*A+* Publishing, Peterborough, NH	G. Lodge	(603)924-0392

MACWORLD Expo/Milan debuts

The first Italian edition of MACWORLD Expo got off to a great start last month in Milan, with 52 exhibiting companies and more than 6,000 visitors. Fifty-six new products were released by attending companies, of which five were worldwide releases, six European releases and 45 new in the Italian market.

IDG Italy General Manger **Brunello Bossi** said he was pleased by the attendance, which included a high level of professional end users, and by the support from exhibitors. Companies that participated were very satisfied with the show, and other firms that just wanted to observe MACWORLD Expo this year are ready to reserve space in the 1993 show.

Bossi also noted the successful seminar IDG Italy organized on the distribution and marketing issues in the Italian Mac market drew over 150 attendees.

IDG also presented the results of the "Top Ten Competition" to honor new IT products launched in the Italian market in 1991.

IDG Italy

Brunello Bossi (L) and Guilio Ferrari, editor of *PC World Italia* and *Macworld Italia*

Collaboration was the key to MACWORLD Expo/Milan's positive outcome. "**Patrick Dexyl** in our European office put a tremendous effort into coordinating this event," said WEC President Cherif Moujabber. "The cooperation between World Expo and IDG Italy contributed to this premiere show's success."

IDG Boston-area employees raise over $30,000 to fight AIDS

IDG

IDC's Patrick Gorman and Nicole Kassel and Donald Young of headquarters take a well-deserved rest after the walk.

Despite the dire predictions of local weather forecasters, the rain held off long enough on Sunday May 31 for some 180 Boston-area IDG employees, friends and family to lace up their sneakers and complete the 10-kilometer "From All Walks of Life" pledge walk to benefit the AIDS Action Committee. Sporting colorful t-shirts imprinted with a design created by World Expo Corp. Design and Production Manager **Peter Minor**, the group raised over $32,000 to help support the efforts of the AIDS Action Committee in its fight against AIDS.

This year marks IDG's third straight year of participation in the walkathon. As a corporate sponsor of the event, the company donated another $5,000 on top of the money raised by employees.

Madeleine Spencer, U.S. sales and administration coordinator at IDC, collected $2,600 in pledges making her the top money-raiser among IDG employees. She will receive a weekend for two at a bed-and-breakfast of her choice.

The East Coast steering committee responsible for organizing IDG's participation this year included **Nicole Kassel**, IDG HQ; **Tom Mathews** IDG Human Resources; **Debbie Bernardi**, IDC Human Resources; **Bill Sell**, World Expo Corp.; **Jay Boviard**, IDG Credit; and **David Sanders**, IDG Paper Services Division.

Many of IDG's West Coast employees will participate in the San Francisco walkathon scheduled for July 19.

To encourage participation and promote a bit of friendly competition among IDG business units, the steering committee has instituted a "Walk Trophy Bowl." The bowl, which will be awarded following the West Coast walk, will go to the business unit that collects the highest average amount of money per employee. The bowl will be inscribed with the winning business unit's name and displayed by that group until a new winner is named the following year.

Employee's play to head up AIDS benefit

A unique multimedia event to benefit the AIDS Action Committee will be held later this month at a Boston music club. Organized by Amy Silberman, executive assistant to the vice president of corporate services, the evening will feature performances by area musicians as well as the first public reading of a new play written by Silberman called "Buying Rilke for the Paperboys."

Silberman World Update

"The rock world is the last holdout to admit the threat of AIDS is very real to all of us. It is important to present the play at a rock club and not a theater because the audience most important to reach is there," explained Silberman.

The event, which aims to raise money for AIDS education and awareness, will be held June 23 at 9:00 p.m. at The Paradise, 969 Commonwealth Ave. in Boston. Tickets are $8.00 and will be available at the door or from Amy Silberman who can be reached at (617) 534-1200.

Noteworthy !

NEW EMPLOYEES

InfoWorld technician **Earl Anthony C. Angus** is responsible for hardware testing, including file servers, desktop PCs and multimedia hardware. He is pursuing a BS degree in electrical engineering at San Jose State University and tries to find time for golf, fishing and hiking.

■ ■ ■

GamePro welcomes Associate Editor **Jeffrey Adam Young** and Financial Analyst **Nathaniel Castro**. Young was previously managing editor of Symantec's corporate magazine, which has a circulation of 650,000 customers. He has a BA in English from the University of Oregon and finds time for acting, writing humor and Ultimate Frisbee. Castro, an advertising major at San Jose State University, also has an associates degree in liberal arts from Skyline College. Outside the office, he enjoys surfing, volleyball and rock climbing.

■ ■ ■

Danny Kaufman, a production assistant at *Federal Computer Week*, is a graduate of the University of Maryland with a BS in marketing. He enjoys soccer, gourmet cooking and reading in his spare time.

Also new to *FCW* is **Lesley Nemzoff**, who joins the publication as sales administrator supporting the sales staff. Previously she worked as a graphics specialist for Sparks Personnel in Virginia.

■ ■ ■

Lianne Gallinatti is *SunWorld*'s new southwest regional manager responsible for advertising sales. She has an undergraduate degree in special education and a master's degree in education specializing in counseling and outreach, and makes time for swimming, running and biking.

Also at *SunWorld*, Reporter **Shalini Chattergee** is responsible for writing news copy and product announcements. She has a BA in English from the University of Wisconsin and enjoys music.

■ ■ ■

Adam Greenberg, senior editor/components at *Electronic News*, returns to the publication where he was an associate editor from 1986 to 1987. He most recently worked at Probe Research Inc., where he wrote for and edited a range of industry newspapers focusing on computers, electronic components and consumer electronics. Greenberg has a BA in journalism from New York University.

■ ■ ■

Computer Buyers Publishing Inc. President and Publisher **Jonathan Cohler** recently announced the appointment of **Les Hamaguchi** as senior vice president and associate publisher. Hamaguchi was most recently director of sales for *Communications Week*, where he was viewed as one of their top sales and sales management superstars. "Les brings with him an absolutely professional, focused and dedicated approach to the job of sales success, and I believe he will be central to raising the quality of our sales and marketing efforts to the highest standards in the business," noted Cohler.

Two more new faces at Computer Buyers Publishing are **Donald Calamaro** and **Steve Burns**. Calamaro, district manager for metropolitan New York is responsible for sales in the New York market. Previously he worked for Strouse Greenberg Real Estate in Philadelphia where he was an investment property sales specialist. Calamaro earned a BS in marketing at the University of Delaware and an MBA at Temple University. Outside the office he finds time for woodworking, skiing and church activities. As district sales manager, Burns is responsible for sales in Southern California, Arizona and Utah. A former actor, with movies including *Lifeguard* and *Casey's Shadow* to his credit, Burns studied ecology at Santa Monica College.

■ ■ ■

PC World welcomes several new employees to its ranks. **Monique Nicole Borawski** is the publication's new receptionist. Originally from Texas, Borawski enjoys reading, films and art in her spare time.

Bundy Chanock is the new manager, online services at *PC World* where he manages the daily activities of *PC World*'s online communications forum, which provides an arena for subscribers to ask questions and discuss problems with *PC World* writers In addition, he coordinates and directs the activities of *PC World* sysops throughout the country. Previously, Chanock was a computer consultant for the University of California. He studied computer programming at the University of California at Berkeley. Away from the office, Chanock runs a very successful electronic bulletin board in San Francisco.

Also new at *PC World* is Assistant Editor **Christina Wood**. Previously Wood was an editorial assistant at Addison-Wesley Publishing where she helped coordinate publication of textbooks. In her spare time, Wood enjoys scuba diving, roller blading and writing.

■ ■ ■

Infoworld's new design coordinator, **Gary Palmer**, is responsible for designing advertisements for the publication's Infomarket section. Previously Palmer was advertising coordinator at Steven Engineering Inc. He holds a BA in advertising from San Jose State University. Outside the office, he makes time for softball and playing keyboards in a local band.

■ ■ ■

ETCETERA

Earlier this spring a number of IDC employees, along with representatives of 15 Framingham-area businesses, participated in a charity volleyball tournament to benefit the Massachusetts Easter Seals Society. The players raised a total of $400, which was matched by IDC. The hard-working fundraisers were: **Rob Kaplan, Curtis Price, Don Bellomy, Steve McClure, Carlos Toleda, Jennifer Scholze, Debbie Bernardi, Helen Dragoon, Susan Frankle, Nicole Roth, Jim Bleakley, Mike Sullivan** and **Rebecca Boswell**.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Debra Sobin - IDG

TWELVE YEARS
Robin Silverman - IDG

ELEVEN YEARS
Marcia Burke - IDG Peterborough
Bill Greenwood - IDG Peterborough

TEN YEARS
Ellen Levin - *PC World*

EIGHT YEARS
Carol Miller - IDC

SEVEN YEARS
Vicki Brown - IDC
Marcia Blumenthal - *CIO*

FIVE YEARS
Maureen Page - Int'l News Group
Florence Battye - IDC Australia
Irmtrud Wegener - IDG Germany
Bob Brewin - *Federal Computer Week*
Bill Thompson - *Macworld*

FOUR YEARS
Kristin Neubauer - *Digital NEWS*
Terry Barnes - IDG Australia
Paul Desmond - *Network World*
Lois Leuthner - IDG/CI
Debra Brown - IDG/CI
Catherine Thacker - IDG
Pat Walker - CW Publishing

THREE YEARS
Michelle Beaulieu - *Network World*
Nancy Robinson - *Digital NEWS*
Ian Wilson - IDG Australia

TWO YEARS
Laurie Forsloff - CW Publishing
Greg Cline - ISG
Jeannine Barnard - *NeXTWORLD*

ONE YEAR
Marcella De Lillo - IDG Italy
Galen Gruman - *Macworld*
Bridget Cammarata - *CIO*
Thomas Gewecke - *PC World*
Dan Miller - *PC World*
Bernie Theobald - *PC World*
Peter Summersgill - *Macworld*

Macworld

Five *Macworld* employees were among the 80,000 runners in last month's Bay to Breakers race in San Francisco. Completing the 12 kilometer (7.5 mile) race were (from left): Administrative Assistant Valerie Hennigan, Sales Assistant Ed Ramirez, Production Manager Claudia Smuckler, Sales Representative Gina Salaices and *Macworld* Catalog Sales Coordinator Wendi Smith.

Chairman's Achievers

Yuen Yeh
Assistant to the Vice President/
Director of Advertising
Macworld

During the six months *Macworld* was without a vice president/director of advertising, Yuen Yeh managed to maintain communication between all salespeople and keep up all special *Macworld* advertising projects. "The *Macworld* presence in the marketplace would have suffered without Yuen's dedication," said *Macworld* Account Manager **Annette Bremer**. "She made all of our jobs easier by being available for any kind of project, and she's a great link for the outside offices."

Mario Toffoletti, Sales Manager
IDG Italy

Despite a very weak advertising market and strong competition, Mario Toffoletti oversaw a 40.6% increase in sales compared with last year in a market that increased by only 4.3%. He accomplished this with the same number of salespeople as the previous year. "The image for the company and the outlook for customers' satisfaction have tremendously improved," due to Toffoletti's dedication, said IDG Italy Managing Director **Brunello Bossi.**

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Change of address

Please note, IDG Communications Taiwan has moved:

IDG Communications Taiwan
B Room, 12F, No. 2
Min Sheng E. Road, Sec. 3
Taipei, Taiwan ROC

Telephone: 886-2-501-9501
Fax: 886-2-505-6005

Do-er's profile

Rebeca Williamson

•HOME: The heart of Texas - Austin

•PROFESSION: Senior Territory Manager, IDC

•JOINED IDG: June 1988

•LATEST ACCOMPLISHMENT AT WORK: Winner of IDC's national subscription services sales contest for the first four months of FY92

•JOB CHALLENGES: Keeping up with IDC Services as the research changes with the changes in the IT industry

•OUTSIDE INTERESTS: Gardening, music, jogging, hiking, fishing, traveling in my motor home and EATING!

•HISTORIC FIGURE YOU'D MOST LIKE TO MEET AND WHY? Nostradamus. To get the real meaning behind his quatrains

•PERSON YOU MOST ADMIRE: My children for their individuality

•THREE ITEMS YOU WOULD BUY ON A LIMITLESS SPENDING SPREE: Downtown Manhattan (great rental property); an island in the Caribbean or a mountain; a trip on the space shuttle.

•IF YOU COULD WORK IN ANOTHER PROFESSION, WHAT WOULD YOU DO? Own a gardening nursery

IDC

•FAVORITE VACATION DESTINATION: The mountains, any mountains, for the peace and tranquility

•WORDS TO LIVE BY: What goes around, comes around

•MANAGER'S PROFILE: "Becky was hired to open up the IDC/Texas operation. She is an energetic, enthusiastic and dedicated employee. Over the last four years, Becky's hard work has allowed her to grow IDC/Texas' revenue base from $250,000 to over $1,000,000."

IDG World Update

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VICE PRESIDENT OF OPERATIONS
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IDC completes 1992 worldwide IS survey
- PAGE 2

South American managers report on country activities
- PAGE 4

Philippines' *PC Digest* seeks U.S. shareware files
- PAGE 7

IDG World Update

VOLUME 22, NUMBER 25 JUNE 22, 1992

World Update

While in Buenos Aires Pat McGovern met with IDC Argentina Analyst Analia Guimil and General Manager (and meeting host) Ruben Argento.

Latin/South American managers make plans for future growth

Agreeing that theirs is one of the hottest IT regions of the world, Latin and South American IDG managers met in Buenos Aires June 12 and laid plans for working together to build IDG dominance in the region.

"The cold, hard light of day has shown that many people's expectations for growth in some regions of the world were inflated," said IDG Chairman **Pat McGovern.** "Now they are looking at Latin America as the hot market."

The managers shared a wealth of experience gained by running companies under economies struggling with restructuring and basic change. Topics discussed included managing in times of high inflation, sales compensation structures, competitive pressures, newsletter activities and new approaches to the information business.

"I'm not just a publisher; I'm a businessman working in the market," said IDG Mexico General Manager **Henry Morales.** "There is a limited number of customers out there, and we have to service them with whatever products make sense."

The managers unanimously agreed they need better advertising representation in Miami, as many Latin American ad campaigns are booked from Florida. The competitive Spanish-language edition of *PC Magazine* carries little or no local editorial content from Latin American countries

- SEE PAGE 5

Macworld CD unit launches first product

MACWORLD CD VENTURES

Macworld CD Ventures, a division of Macworld Communications formed early this year, is shipping its first CD-ROM to 5,000 targeted Apple dealerships this week.

The Macworld Resource CD, an information system designed exclusively for Macintosh dealers and resellers, contains sales and reference tools to help stimulate sales, bolster support services and build lasting customer relationships. The CD incorporates an interactive multimedia format using full-color graphics, high-quality audio, two- and three-dimensional animation and QuickTime movies to enhance the information.

The Macworld Resource CD is divided into four main sections:

- **Tech Report** uses QuickTime movies in a newscast format to report on the latest Mac-related technologies and trends. QuickTime is an extension to the Macintosh operating system that brings digital video to the desktop.

- SEE PAGE 2

IDC survey predicts worldwide upturn in 1992 IT spending

Japan will lead a modest rebound in global information systems spending in 1992, according to a recently completed worldwide survey of 7,000 information systems professionals in the U.S., Japan, Germany, France, and the U.K. conducted by International Data Corp.

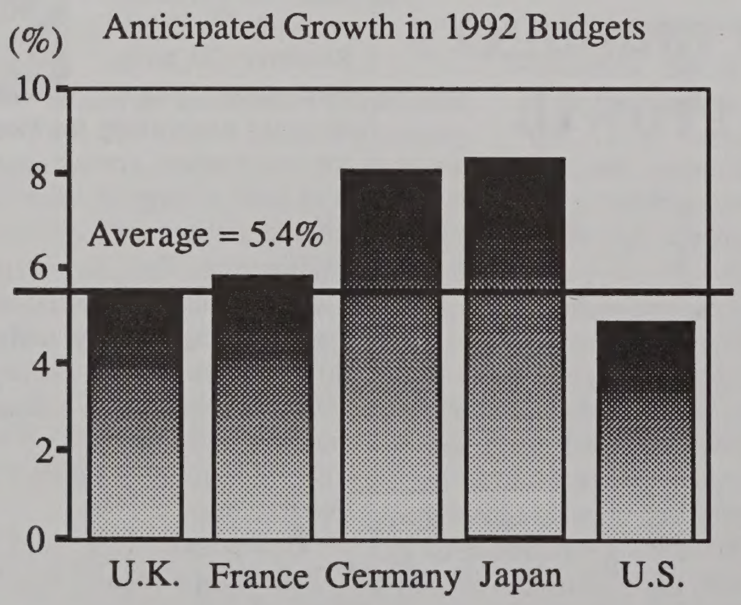
IDC's *1992 Worldwide Customer Directions and Spending Strategies* survey yielded projectable results for the five largest national markets, which together represent over three-quarters of global IT spending.

Among the findings:

- 1992 IS budgets will increase an average of 5%, compared with a 2% increase in 1991.
- Japan and Germany will lead the world with growth expected to range between 5% and 6%.
- IS spending plans appear to be affected by pressure to keep costs in check. While approximately a third of the survey base in the U.S., France and the U.K. view controlling costs and improving the financial justification for continued IS investment as the most important area of focus in 1992, only 13% to 14% of those surveyed in Japan and Germany cite this as their primary concern.

"The outlook for IT vendors is even brighter," notes David Moschella, senior vice president of research at IDC. "IDC forecasts a steady shift away from internal IS spending [primarily IS staff] toward external spending wth IT suppliers. This will allow 1992 vendor revenue growth to exceed that of total customer spending, particularly in the areas of software, services and networking.

"Everyone talks about the differences between geographic markets, but our goal with this survey was to identify and measure them," Moschella noted. "The United States and U.K. markets consistently prove to have the most in common, while Japan is by far the most unusual. Both Germany and France have emerged as world leaders in emerging areas such as open systems, outsourcing and new technology adoption."



IDC chart

CD

- FROM PAGE 1

- **Productworld** provides detailed information on products, trial software, self-running demos and spec sheets and sales brochures from selected companies. It also has an option for users to access price information, special promotions, sales training tips and more.
- **The Showroom** is a special version of Productworld designed to run as an interactive kiosk in the showroom. Customers can browse for information, print literature and make copies of trial software.
- **The Directory** is a database of thousands of Macintosh hardware and software products. Records can be searched, viewed on-screen and printed, and letters can be generated to vendors requesting more information on specific products.

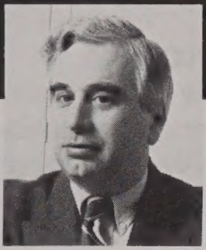
While resellers will receive quarterly updates of the CD at no charge, an end-user version will be available beginning in September for a $49.95 annual subscription. Macworld CD Ventures earns its revenue primarily through developers and manufacturers buying megabyte space in the Productworld section to showcase trial software and demos

"The real beauty of the Macworld Resource CD is that, for once, everyone wins," said **Dan Orum**, president of Macworld CD Ventures. "The manufacturers have a streamlined path for distributing product and sales information, developers have a way to explain complex products to the dealers, and resellers get the sales and technical support necessary to better serve their customers. And, most importantly, customers benefit from dealing with a reseller who knows and understands the products they need."

Orum and his assistant, **Amy Carroll,** said they are looking forward to hearing from resellers to learn how they plan to use it in their businesses and how Macworld CD Ventures and its joint venture partner, Medior, Inc., can make the disc an even more effective sales tool.

Numerous other CD-ROM projects, in areas other than sales, are in the planning stages.

On line



ASK FRANCOIS

Every other week, "On line" features selected guest columnists. This week, IDG France General Manager Francois Chaussonniere takes a turn.

Q Why did IDG France choose not to use traditional product line names for key publications such as *Golden* (*Macworld*) and *InfoPC* (*PC World*)?

A In keeping with the decentralized style of the company we chose publication titles which are well adapted to the French culture — French readers want French magazines — and our magazines are decidely French. For example, in French the word "informatique" means computing, likewise the translation for world is "monde"; thus *Computerworld* becomes *Le Monde Informatique*.

The titles *InfoPC* and *Golden* were deliberately chosen to avoid confusion with their American counterparts, *PC World* and *MacWorld*, which are also available in France. Besides, in France "golden" is synonymous with an apple, like Lacoste is synonymous with a shirt.

Q I've heard that IDG France has sponsored a number of successful job fairs (Compu Search) in the past two years. Can you tell us how you came to be involved in these fairs?

A Strictly speaking, we are not the sponsor of Compu Search but the organizer. Launched four years ago, the job fair was originally organized to coincide with the major national trade shows (Sicob and PC Forum). Since last year, Compu Search can be considered as a complete recruitment package which consists of a booth at an individually organized job fair combined with complementary advertising space in the recruitment section of *Le Monde Informatique*.

The job fair generates an average of 30 exhibitors and 3,200 visitors. We have also strong competition in this area from our most direct publishing competitor, among other job fair organizers.

Q Why do you think *Computer Reseller Europe* was short-lived compared to the more successful *Distributique*?

A *Computer Reseller Europe* was what we called in France a *fausse bonne idée*! *Computer Reseller Europe*'s fundamental problem now seems to have been inherited by *Distributique*: outstanding editorial quality, a good level of readership and ever-decreasing advertising. Gradually, advertisers are transferring their sponsorship to more end-user-oriented magazines.

Q Will the opening of trade barriers in 1993 pave the way for another pan-European style publication such as *Computer Reseller Europe*?

A In the publishing sector, I don't think that 1993 will change anything in Europe. Readers in each European country will continue to prefer their own local publications in their own langage. On the other hand, I have been convinced for the past several years that the market is ripe for IDG to launch a pan European newsletter in English. Dedicated to top executives in the computer and telecommunications community, the newsletter could be published on a daily basis with part of the editorial content being provided by the IDG News Service.

Q Can you reveal any news about interesting projects or products IDG France will be involved in the near future?

A At the beginning of June our new minitel service (videotex) came into operation. By dialing the number 36 28 00 75 from a PC or minitel station, direct access can be obtained to the full text of our five French IDG Publications published during the past 12 months. The service, designed with ease of use as a primary concern, does not require key words to operate the database and can be questioned in our national language.

With the exception of the newsletter project, the economic situation is such that no major projects have been planned for the immediate future. 1991 marked the launch of *Langages et Systemes*, *Computer Direct* and *Golden*, giving IDG a strong foothold in all key segments of the market. Plans for 1992 focus upon consolidating the position of our well-established publications and strengthening the more recent publications.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Smith or P.Winn.

Question for (check one):

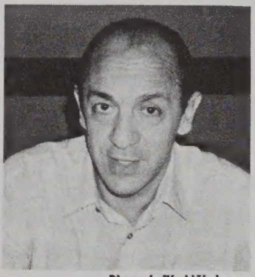
☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Kirk Campbell IDC ☐ Mark Flanagan Lotus Publishing

Latin American managers discuss markets, plans

Latin and South American IDG managers meeting June 12 in Buenos Aires each summarized their markets and activities for the gathering. Their reports:

ARGENTINA



Photos by World Update

Argento

The country is undergoing staggering changes as it struggles to convert to a private economy. Some 25 major industries including oil, telecommunications and chemicals have been privatized and sold off. Higher taxes and inflation have made the market unpredictable. In this environment *Computerworld Argentina* is the market leader. Two months ago *InfoWorld* was launched to serve the growing volume buyer sector of the market. Like *CW Argentina*, it has a circulation of 10,000. When *InfoWorld* was launched, a new connectivity section replaced the PC and Workstation section in *CW* to better position IDG in the communications area.

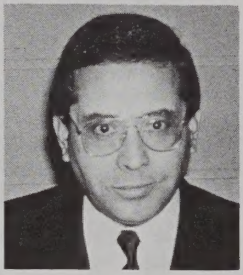
IDG Argentina is aggressively launching newsletters, complete with advertising, to serve niche markets. The strategy makes particular sense in Argentina where printing and paper costs are very high. Newsletter topics include general IT trends and focused issues on news from IBM, Hewlett-Packard and Apple, and the newly launched *Lotus Mania* serves Lotus users in Argentina. A current goal of IDG Argentina is to have 65% of revenues generated by newsletters, seminars and business activities other than *Computerworld* and *InfoWorld*. **-Ruben Argento**

BRAZIL

Kruel

The opening of the Brazilian market to IT imports will totally alter the existing marketplace. Initial high import duties will drop quickly, and the 1994 the internationalization of the market will be in place. IDG Brazil is 16 years old and has grown with the market. Uncertainty is the rule in the market right now in the midst of the changes. IDG is developing strategic alliances with such companies as Microsoft, Novell and Lotus. New Unix and IBM mainframe newsletters have been launched. *Data News* (Brazil's *Computerworld*) is the market leader and has no serious competition. IDG Brazil will make a small profit in 1992 on lower revenues. This is a year of consolidation and strengthening market position. As the market begins real growth next year IDG will be positioned to show its clout. **-Ney Kruel**

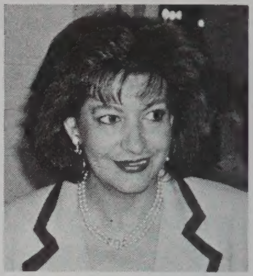
CHILE



Barros

Computerworld Chile was launched in May and has shown slow but steady growth. Newsstand and subscription sales are both ahead of expectations. Telemarketing from the company's existing database is going well, and there is a 20% conversion rate on complimentary copies being sent to IS managers. With a Chilean population of 30 million, the company has set a circulation goal of 10,000 copies. *Computerworld* is the official publication of Chile's largest computer trade show to be held in July in Santiago, and there are plans to develop further show activity. In the first month *Computerworld* was 40% behind plan but is expected to make up the slow start by year's end. The slow start is attributable to two factors. First, advertisers had already made major commitments for the year before *Computerworld* was launched and were reluctant to change their plans. Also, although a zero issue of *Computerworld* was produced to sell against, advertisers were reluctant to make a commitment until they saw an actual issue. **-Oscar Barros**

COLOMBIA



Castro

Now is the moment of great opportunity in Colombia. Previously this has been largely a grey market. Now the borders have opened and the opportunity is at hand to position *Computerworld Colombia* as the voice of the legitimate distribution channels. Two months ago key sales representatives left the company and *CW Colombia* publisher La Nueva Ley decided to contract sales and marketing to an outside firm. Now two sales staff are promoting and selling *Computerworld* full time. Despite the weak start *Computerworld* is still aiming for a 60% growth rate in 1993. There is aggressive competition from *PC Magazine*, but those ad pages represent potential pages for *Computerworld* to capture. *CW* is circulating 4,000 copies, 1,000 to subscribers. Promotional copies are being mailed to prospective subscribers, followed by aggressive telemarketing. **-Luisa Castro**

ECUADOR

Roldan

The 14-year-old magazine *Computacion* became *PC World Ecuador* in April. Both old and new names were used on the covers of two issues to ease the transition for readers. The magazine is ahead of its advertising plan to carry 14 pages of advertising per issue. Between display advertising and a highly successful classified section, 114 companies advertised in the May issue. Plans are to raise advertising rates to increase revenues and page yield.

Circulation remains the major challenge in a country with poorly developed subscription systems. Newsstand sales are up sevenfold, and the push for subscriptions is ongoing. IDG's licensee, Ecuasistem, also produces the largest IT show in Ecua-

- SEE PAGE 5

CHEMICAL
Corporate Challenge®

ATTENTION RUNNERS

Be a part of the IDG team!

IDG is sponsoring teams for the CHEMICAL Corporate Challenge (formerly the Manufacturers Hanover Corporate Challenge)

When: Thursday, August 13, 1992

Time: 7:00 p.m.

Where: Boston Common, Boston, MA

Distance: 3.5 Miles

Sign-up deadline is Friday, July 10, 1992

Join your fellow members of the IDG family for this exciting and fun event.

Runners of all abilities are welcome.

For more information contact: Jim Falanga 508-935-4754
John Robison 508-935-4755

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK

June 22, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

HUMAN RESOURCE REPRESENTATIVE (IDG)

The Human Resource Services Division has an opening for an experienced H.R. Rep. The focus of this generalist position will be on employee relations, recruiting, benefits and coordinating, communicating and implementing various employee programs. The position requires a Bachelor degree and 5 or more years of directly related experience.

PROGRAM SPECIALIST(3) (WEC)

These positions are the primary liaisons for the management and administration of the audience acquisition process for assigned programs. Responsibilities include planning and coordinating detailed communications for an event, as well as working closely with program managers and marketing groups. Candidate should have 3 to 4 years of administrative experience, customer service experience, familiarity with computers, ability to handle multiple projects and exceptional phone skills. Familiarity with Digital systems and their sales/marketing structure as well as event planning experience a plus.

SENIOR ANALYST (IFW)

To oversee test design for our PC hardware, software and LAN product evaluations. Qualified candidates will have supervisory and product management experience, possess a thorough understanding of microcomputers, excellent communication skills, PC hardware and major software expertise and LAN experience. Proficiency in C/C++ or other 3rd generation program languages preferred.

EDITORIAL DIRECTOR, NEWS & VIEWS (IFW)

We require a dynamic, experienced news professional to plan and implement a major expansion of *InfoWorld's* news and opinion sections. Ideal candidate will have 3 - 5 years experience in computer publishing and proven track record in news room management. A broad, well-rounded background in technology, well-established contacts in the computer industry, and solid editorial skills required.

PRODUCTION MANAGER (IDG/B)

Candidate will be responsible for design, implementation, production coordination and timely publication of books. Will also provide recommendations on software/hardware used in the Department. We require a candidate with demonstrated production experience and expertise in Desktop publishing (PC and MAC). Must also be detail oriented, possess editing and proofreading skills and knowledge of book production processes.

ASSOCIATE EDITOR (IMI/PUB)

To develop editorial copy, supervise assistant staff, and act as a representative of the magazine. Cover multimedia and presentation technology and applications. Familiarity with Mac and PC multimedia technologies, strong editing and writing skills.

SYSTEMS MANAGER (CWPI)

Responsible for management of all installed computer systems and I.S. technical support staff. Candidate will also assist Director of I.S. in the development and implementation of new computer systems, long-range planning and procedural development. Requires strong organization and communication skills, as well as project and technical staff management experience. Familiarity with microcomputer networking, PC and Macintosh environments and UNIX systems preferred. Requires BS and/or MS in a technical field.

CLASSIFIED SALES SUPERVISOR (CWPI)

A leadership position responsible for supervision of the inside sales staff as well as direct sales to support the sales effort. Requires sales and sales management experience of classified ad space including recruitment advertising. Limited travel and participation in trade shows is expected.

SALES ASSISTANT (CWPI)

Responsibilities include supporting all facets of ad sales such as: dictaphone transcription, correspondence, travel arrangements, expense reporting, customer service and other support as needed. Requires an articulate, efficient person who can juggle simultaneous tasks under deadline pressure to support three people. Requires excellent written and verbal communication, organizational and prioritization skills. Must be able to work independently with minimal supervision. Working knowledge of PC's required with word processing, spreadsheet and graphics experience a plus. Business school graduate and previous work experience preferred.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

Job Opportunities

Revised: June 22, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Program Specialist (3 positions)	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Graphic Designer Intern	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Consulting Director	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	District Manager	*CBP,* Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Associate Editor	*Publish,* San Francisco, CA	D. DiNucci	(415)978-3282
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Framingham, MA	C. Novack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
A+	Fulfillment Manager - Part-Time	*A+* Publishing, Peterborough, NH	G. Lodge	(603)924-0392

Plans

- FROM PAGE 4

dor and is expanding show activity. *PC World* will receive prominent display at shows expected to attract more than 75,000 people in Quito and Guayaquil. **-Rafael Roldan**

MEXICO

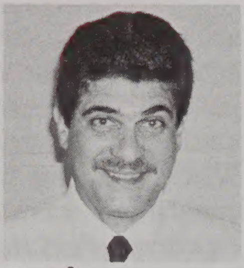
Morales

The Mexican economy, not as strong as its public image, is at a critical stage in its economic restructuring program. Most investment is being attracted by a few big firms, and small business is still struggling and not investing heavily in IT. The Mexican IT market is a $1 billion market, but more than half of that is spent by about a dozen companies. IDG Mexico, faced with 11 competitors, is developing a strategy of of working very closely with the large consumers of IT and being totally devoted to the customer, not the vendor. New seminars and conferences are being developed to serve these customers. Five new vertical market publications have been launched, covering manufacturing, point of sale, Unix, Windows and desktop publishing. They average 24 to 32 pages and should break even by the end of next year. A database of customers is being set up so that IDG will know everything about them and be able to serve their total IT information needs.

In the public service area, IDG Mexico is working with *Computerworld* U.S. to acquire donated hardware for a missing children program. It is also engaged in a study of Mexico City commuting patterns and efficiency to help alleviate the problem of 50 percent of workers spending two hours or more on public transit each day. **-Henry Morales**

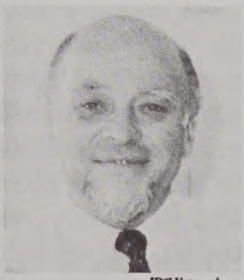
PERU

PC World Peru, launched last December, is a biweekly insert into Lima's daily newspaper *El Comercio*, which has a circulation of 140,000. No competitive publication has a circulation of more than 5,000. The content is aimed at the newer users of IT in Peru. Research indicates that 65% of the copies of *PC World Peru* are reaching the hands of persons interested in the content, and circulation of *El Comercio* on the day *PC World* is included has increased 18% since *PC World*'s launch. The Peruvian installed base of PCs is about 150,000 with shipments of about 20,000 new machines per year. The Peruvian PC market is estmated at $40 million to $50 million. Peru is going through difficult economic times as strict curfews and other controls are severely depressing business activity and the demand for information technology. **-Alberto Cendra**, representing **Luis Miro Quesada**



Cendra

VENEZUELA



IDG Venezuela

Nagy

The first half of the year is traditionally slow in Venezuela, as the country closes down from Dec. 15 until Jan. 15. To make matters worse, an attempted military coup on Feb. 4 severely curtailed business activity for some time. Despite these conditions, *Computerworld Venezuela* is doing well. A special Unix section generated 20 pages of ads. *CW Venezuela* has bought a newsstand in front of the IBM building and across from an office park and a shopping center. The stand has boosted sales to the point that the purchase of others is being considered.

A recent survey showed *CW Venezuela* is held in high regard by the readers, and the editorial team is so highly regarded that vendors are continually inviting them on tours to the U.S. A new sales staff is now on a 100% commission compensation system with positive results. Despite the slow start to the year, *Computerworld* expects to make plan. **-Kalman von Vajna Nagy**

Managers

- FROM PAGE 1

yet attracts advertising from the U.S. Managers viewed these advertising pages as the prime target to move into the editorially superior, locally produced IDG publications.

IDG President **Walter Boyd** promised to begin working immediately with the Marketing Services Division and International Marketing Services to improve IDG's representation in the critical Miami market.

"We get the message," said Boyd. "Headquarters is here to respond to exactly this kind of positive feedback from the operating units."

Managers also worked during the meeting with International News Group President **David Hill** to improve the flow of news into and out of Latin America. As a result, IDG News Service material will soon start being translated in Mexico for distribution to all IDG Spanish-language publications.

> *"Headquarters is here to respond to this kind of positive feedback."*
>
> - Walter Boyd

Telecommunications systems in Latin America are in the process of being privatized and rapidly improving, but many IDG companies still have great difficulty connecting the IDG News Service. In the short term, the News Service's Spanish content will be distributed by fax as well as electronically.

"We're here to facilitate the flow of resources among the IDG business units," said Hill. "Electronic means are obviously the best, but in the short term we'll use any vehicle available."

An arrangement was also put in place to begin distributing Spanish translations of *IDG World Update* along with the English-language copies of the weekly newsletter. Translation will be done in Mexico City in time for the Spanish text to go out with regular shipments of *World Update* every Monday.

Noteworthy!

PROMOTIONS

World Expo Corp. has announced the promotion of three members of its staff. **Peter Minor** has been named design and production manager. In addition to designing marketing materials for WEC events, he is now responsible for managing the production schedule for the marketing department and hiring and supervising free-lance designers. "Peter's graphic design skills and ability to meet deadlines is an asset to the marketing department. His dedication and great sense of humor make him invaluable," said **Jonna Yager**, vice president of marketing.

Minor

World Update

Former Exhibit Coordinator **Barbara Inglese** is the new exhibit services administrator. In her new position, Inglese is responsible for overseeing all aspects of exhibit services of five shows including exhibit logistics, exhibitor marketing, budgets and revenue tracking. She will also assist in vendor contract negotiations and on-site logistics for domestic shows and oversee Hajar Associates, the exhibit sales representative for ComNet. "Barbara's years of experience and exceptional customer service has made her a valuable asset to both ComNet and World Expo Corp. I am sure she will continue to excel in her new role," said **Robin Andreola**, group show manager.

Inglese

World Update

Therese Merrell is the new show manager of ComNet San Francisco, responsible for managing the overall ComNet San Francisco show, including budgets, contract negotiations, logistics, exhibit and attendee sales, marketing and public relations. "Terry brings a variety of talents to WEC including her convention services experience. Her strong background and leadership skills will ensure that ComNet San Francisco is the best West Coast event ever," noted Andreola.

Merrell

World Update

NEW EMPLOYEES

Mike Rogers has joined the Marketing Services Division as director of national accounts. In this capacity, Rogers will be responsible for the account management of IDG's largest customers, assisting them in understanding and using IDG's global resources to enhance their marketing programs. Rogers, who has 14 years of advertising and marketing experience, most recently held the post of senior vice president and management supervisor at Lintas: New York handling the IBM and Lexmark accounts. Rogers will work out of MSD's Stamford, Conn., office. He earned a BS in management from New Mexico State University and an MBA with a focus on marketing from the University of Denver. Outside the office, Rogers enjoys spending time with his children, fly fishing and basketball.

Rogers

World Update

■ ■ ■

Macworld welcomes **Silvia Benvenuti** as assistant art director. In her new role, Benvenuti will oversee photography and illustration for the news, reviews and departments sections of *Macworld*. She holds a BA in English and creative writing from San Francisco State University.

■ ■ ■

Juli Cortino joins the staff of *Digital NEWS* as its San Francisco correspondent where she will be responsible for following companies in the San Francisco Bay Area and the Pacific Northwest with an emphasis on Unix and open systems software. Cortino's background includes stints as a correspondent for *MIS Week*, West Coast editor for *Information Week*, senior editor at *PC Week*, and editor for UPI and news writer for ABC-TV. She holds a BA in journalism from California State University at Northridge.

■ ■ ■

Kathleen Boyle has been named district manager at Computer Buyers Publishing where she is responsible for advertising sales in the New England region for *Computer Buying World*. Previously a district manager at *Design News*, Boyle holds a BA in communications from Michigan State University.

■ ■ ■

IDG International News Group welcomes **Rob Garretson** as its new editorial director. Garretson will assume responsibility for the day-to-day editorial operations of the IDG News Service. Garretson is a past news editor at *PC Week*, where he spent seven years. Most recently a free-lance writer, his work has appeared frequently in various IDG publications including *PC World*, *Infoworld* and *Computerworld*. Garretson holds a BA in print journalism from The American University in Washington, D.C.

Garretson

World Update

AND AT *WORLD UPDATE*...

Winn (L), Smith

World Update

Patricia Smith has been promoted to editor, where she will share responsibility for the editorial content of *World Update* with newly appointed editor **Penny Winn**, former editorial director of the News Service and an eight-year IDG veteran.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of June. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Kathy Dinneen - IDG Research Services

SIXTEEN YEARS
Theresa LeBlanc - IDC

NINE YEARS
Eileen Terrill - A+ Publishing

EIGHT YEARS
Paul Statt - A+ Publishing

SEVEN YEARS
Ed Foster - *InfoWorld*

SIX YEARS
Susan Egan - *InfoWorld*

FIVE YEARS
Mark Stephens - *InfoWorld*
J. Kay Wangelin - *InfoWorld*

FOUR YEARS
Julie Gilbert - IDG New Zealand
Lawrence Manuel - Integrated Media
Laura Pannbacker - *PC World*

THREE YEARS
Susan Simmons - *PC World*
Robert Peterson - *InfoWorld*

TWO YEARS
Bob Pinchin - IDG New Zealand
Philippe Rose - IDG France
Nick Petreley - *InfoWorld*
Pat Crotty - *InfoWorld*

ONE YEAR
Sau Ching Lam - LINK Resourses
Patricia Owen - *PC World*
Allison Cowan - IDG Australia
Torsten Busse - *InfoWorld*
Allison Baker Giglierano - *InfoWorld*
JoAnn Masi - *InfoWorld*
Catey Truman - *InfoWorld*
Karen Rodriguez - *InfoWorld*

PC Digest Philippines seeks help from U.S. BBS readers

PC Digest (PC World) Philippines runs a free electronic bulletin board service for its readers — a service similar to but not as sophisticated as *PC World*'s Online service. As part of the BBS, the staff posts shareware programs for callers to try out. Some of the programs have already been reviewed in the magazine. The staff has found its shareware library attracts callers who later can be converted into subscribers to the publication.

General Manager **Po Wong** would like to broaden the selection of shareware files available on the BBS by including files that appear on U.S. BBSes.

Hoping to avoid the steep costs involved in accessing those systems from the Philiippines, Wong would like to enlist the support of any U.S. IDG colleagues who frequently scan bulletin boards and would be willing to regularly send the latest downloads from the boards they call. The files could be sent monthly by mail on high-density disks. *PC Digest* would be happy to pay for the disks and the mailing costs.

Anyone intersested in helping out should contact Wong via Email box P.Wong, fax +632-817-6430 or phone +632-872-102.

10 years celebrated

World Update

IDG Chairman Pat McGovern and Kevin McPherson (L) before lunch at the Ritz-Carlton in Boston.

Kevin McPherson, associate publisher and senior vice president for national sales at *Computerworld*, began his IDG career with the IDG Management Trainee Program in September 1981.

McPherson was named product manager of the *CW* Buyers Services Guide in June 1982 and became its general manager in December 1983. In January 1987 he was promoted to Midwest district manager for *CW* sales and, in December 1988, to Midwest regional sales manager. McPherson was appointed Midwest regional vice president of sales in April 1989 before assuming his current position last August.

McPherson has a BS/BA in marketing/finance from the University of Richmond and received his MBA from the University of Connecticut. He lives in Lake Zurich, Ill., with his wife Colleen and two children and plans to relocate to the Boston area soon. Outside the office, he is an avid golfer and also enjoys travel and scuba diving.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Cynthia Frederick will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

"When all else failed, Production added its own system "enhancements" to help Editorial maintain deadlines. A side effect has been to keep the staff "lean and mean."
- Peter Holm, *InfoWorld*

"They said this new model is bound to give you more bang for the buck."
- Timo Tolsa, *Tietoviikko*

"Careful, Norma. If you cause the computer to come crashing down, it's one big headache to bring up again."
- Pat Powers, *Computerworld*
(Chicago sales office)

"Don't get me wrong. I like the empowerment concept. But can't we consider another way to hold me accountable?"
- Susan Perry, IDG Human Resources

Mr. Hindley demonstrates the new "MIOLI" ("Move it or lose it") monitor to secretary Sheila Wirewig.
- Matthew Clark, *PC World*

"Where did the previous sales assistant go? You're sitting on her."
- Jon Lesjak, IDG Australia

"I know the monitor looks funny, but it really seems to cut down on data-entry errors."
- Mike Malone, IDG Information Systems

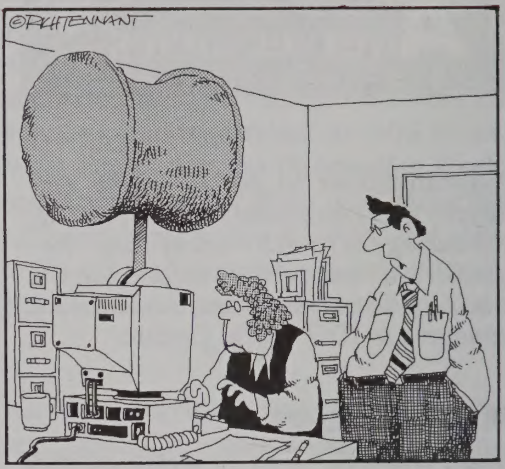
"Margo, I've noticed your typing skills have improved. The new typing tutor must be working."
- Letitia Clementi, World Expo Corp.

The secret to efficient computer use, Acme Widget learned, is not in training users but motivating them.
- Mark Cappel, *SunWorld*

"Whatever you do, Myrtle, don't hit the EXECUTE key."
- Trace Weatherford, IDC Irvine

"Sorta gives new meaning to the phrase 'break error," doesn't it?
- Dennis Brisson, *RUN*

"Watch that delete key, it can be tricky."
- Florence Mislaw, *InfoWorld*
(N.J. sales office)



"Gives a whole new meaning to the "pound" key, doesn't it?"
- Cynthia Frederick,
IDC Mountain View

"If I were sitting where you are Gloria, I would think twice before hitting that 'Help' key..."
- Liz Gulla, IDG headquarters

"I hope you don't make typos. The last person who worked here made typos..."
- Tom Moran, *Macworld*

"Seen the new *fax* machine yet...?"
- Dave Taylor, *SunWorld*

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,500 employees. Its publishing subsidiary, IDG Communications, publishes 178 newspapers and magazines in 55countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs 59 computer-related exhibitions and conferences in 18 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

_CW's_ editor and publisher look to the next 25 years

- PAGE 3

Employees, friends and family celebrate in style

- PAGE 4

Employees find lots to like about working for _Computerworld_

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 26 **JUNE 29, 1992**

Happy 25th, *Computerworld*!

COMPUTERWORLD

IDG's flagship publication turned 25 this month and celebrated in a style befitting such an achievement. Among the events marking the occasion were a thought-provoking debate on the future of U.S. technology policy, a record-breaking issue of Computerworld *— biggest in both revenue and weight — and a gala celebration at Boston's Copley Plaza Hotel for* CW *employees and their guests. This week* IDG World Update *looks at the people, the philosophy and the events that helped grow an eight-page startup into an industry giant.*

In the beginning, there were two weeks to prepare

World Update *asked IDG Chairman **Pat McGovern** to reminisce about* CW*'s origins and the early days.*

During the first week of June 1967, an IDC associate and I were doing market research interviews with managers of computer centers in New York's financial district. We were trying to determine why our client was reporting that data processing managers were not willing to evaluate the capability of new companies coming into the market offering software packages and new computing services.

During the interviews, we found that data processing managers obtained most of their information from representatives of their computer systems manufacturers. They said they received a number of monthly computer magazines, but these were free and paid for by the advertisers. Therefore, they felt they were not trustworthy and not reliable as competent sources of information from which to evaluate the capabilities and activities of new firms entering the market. They also said they generally did not have the time to meet with company representatives to try to figure out which ones had something of potential value.

At the end of several days of these interviews, my colleague and I realized that if the computer industry was going to grow in a healthy fashion, customers needed an objective source of information on companies, products, acquisition methods and applications. Because of the continuous technical changes, they should have this information with high frequency, such as weekly.

Even though we didn't have much professional experience in publishing, we decided, during dinner, that we should start a weekly newspaper to inform computer systems managers of these issues. I suggested a good place to launch it would be the National Data Processing Managers Association Meeting and Exposition, which was scheduled in Boston two weeks later. We thought that would give us a lot of time to organize and launch a weekly newspaper! We did not know that publishing professionals would have told us that we should have eight to 12 months to plan a new publication.

COMPUTERWORLD
The Newsweekly for the Computer Community
Vol. 1, No. 1 Cambridge, Massachusetts, June 21, 1967

COMPUTERWORLD IS LAUNCHED
First Newspaper For The Full Computer Community

Burroughs 3500 Software Shown Publicly

COBOL, RPG Bested By New Language ?

Next Issue Next Month Weekly In September

READERSHIP TARGET 300,000

DPMA, 1967

COMPUTERS TO SOLVE CONGO'S PROBLEMS ?

So, armed with $50,000 of profit from three years of doing market research, we located a small printer and worked there in the evenings writing the stories to go into the first issue. Our first thought was to call the publication *Computer World News*. But, just as the paper was going to press the night before the computer show opening, the

- SEE PAGE 2

Myriad events mark anniversary celebration

Computerworld celebrated its 25th birthday in grand style throughout the month of June. While a birthday cake and candles were naturally part of the festivities, the anniversary extravaganza took shape in a variety of forms, including a record-breaking special issue, a thought-provoking debate on the future of U.S. technology policy, and a glittering party for employees and friends *(see photos page 4).*

The June 22 anniversary issue contained a supplement featuring exclusive interviews with 25 individuals whose contributions have shaped the IT industry over the past quarter of a century. Among those who shared their perspectives on what the next 25 years of IT will yield. were Ross Perot, founder of EDS and likely U.S. Presidential candidate; Steve Jobs, founder of Apple Computer; Charles Wang, chairman and CEO of Computer Associates International, Inc.; Ben Rosen, chairman of Compaq Computer; Gene Amdahl, founder of Amdahl Corp.; Scott McNealy, CEO of Sun Microsystems; and Ken Olsen, CEO and founder of DEC.

25
Leading IS
Since 1967

The physical proportions of the anniversary issue alone were significant. The June 22 issue was CW's biggest ever in terms of both weight and revenue, and it was the eighth largest in terms of folio size

Also on June 22, *Computerworld* sponsored a public debate on U.S. technology policy, in conjunction with Computer Associates, a leading software company for mainframe, midrange and desktop computing.

More than 400 industry notables flocked to "The Great Debate" in New York to listen to a distinguished panel discuss the critical role the technology industry plays in the American economy and the need for the industry and federal government to act in concert for the country to compete more effectively in the global marketplace.

Computerworld

Pat McGovern and Computer Associates' CEO Charles Wang, hosts of The Great Debate.

Panelists included Gordon Bell, noted industry figure and author; U.S. Senator Jeff Bingaman, Jr., (D-NM), chairman of the Senate Defense Industry and Technol-

- SEE PAGE 3

Beginning

- FROM PAGE 1

printer told us all those words could not fit across the masthead. So, we had to drop the word "News" and could not even get a space between the words "Computer" and "World."

When people read our publication, they opened their checkbooks and subscription checks poured in. We had over 20,000 paid subscribers within a couple of months, and the money we received from those paid subscribers was the capital we used to stay alive and growing.

Since our new publication was so small —even with 20,000 subscribers it was one-sixth the size of *Datamation*, the market leader at the time—we had little expectation of getting much advertising. In fact, we were publishing for six months before we even hired an advertising sales person.

But, by the end of 1967, companies in the industry started to do readership studies. They found that in spite of our small circulation, we were more frequently read, relied upon and used as a basis for product buying decisions that the other, much larger, free publications. When this fact was discovered, advertising started to grow. By 1969, it was growing so rapidly that we expected by the fall of 1970 we'd have to change to daily frequency to accommodate the advertising increases. As fate would have it, a major recession in the industry in early 1970 negated the need for those plans.

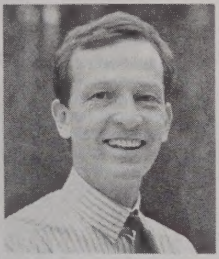
CREATIVE THINKING

In the early days, when we had no money, we had to do some bootstrapping and lateral thinking. We printed on Friday afternoons and went to the post office Saturday morning, yet many people complained that they didn't receive their issues, which were dated the following Monday, until later in the week. A distribution consultant told us that in order to ensure Monday delivery, we would have to have airplanes take the papers from our printer and fly them to most major cities—an expense that exceeded our annual revenue! We decided instead to advance the date printed on the issue by seven days, so it was dated the Monday after most people received it. Afterward, we received a flood of letters praising us for finally solving our delivery problem.

Also to save costs, our office was located near Harvard University so we could recruit student help for copy editing and preparation. A big team would come in Thursday night and often work 24 hours straight. Since we would always have some last-minute changes due to advertising changes, we would make up the issue page by page. The managing editor would identify unfilled spaces and call out a story spec such as "I need a four-column end story on page two in 25 minutes." Someone would volunteer and so it would go! It sounds a little chaotic, but it was a lot of fun and there was great camaraderie. With gallons of coffee, energetic background music and lots of laughs, we made it through!

Computerworld: A quick look at the next 25 years

World Update *asked* Computerworld *President and Publisher **Gary Beach** and Editorial-in-Chief **Bill Laberis** to project how CW might evolve during the quarter of a century.*



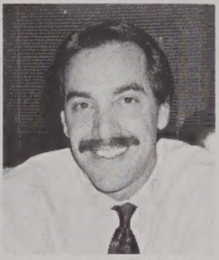
Beach

World Update

The formula for the next 25 years is the same formula that we used for the past 25 years: listening to the customer, doing extensive research with our customer base—reader and advertisers—to find out what their needs are and then marshal our resources to meet those needs.

I feel strongly that the name *Computerworld* is appropriately positioned as to what's happening in the '90s. It doesn't matter what the platform is—mainframe, workstation, mid-range or PC—our editorial charter, by being *CW*, covers everything and anything for our core reader, the IS manager.

I don't see my role as a publisher changing much in the next 25 years. I see my role as an orchestra leader, talking to department managers and then working in concert with them to develop a score, which is the mission statement. We all need to be able to read from the same music.



Laberis

World Update

As a lazy friend of mine used to say, "Why do today what you can put off until tomorrow?" When I look back at 11-plus years at *Computerworld*, that little aphorism helps to define the greatest changes and challenges separating *Computerworld*'s past, present and future.

What I mean is this. Back when I started as a reporter here, there just wasn't a lot of competition. Our rivals were small and not at all well-read. The business press largely considered IS and computers as an arcane curiosity and not much more. And the daily papers gave woefully little coverage on the industry and its players.

So if we didn't get to a particular story in one week, no sweat! We'd wait a week and run it then, because the chances of being scooped were between slim and none. There was no *Wall Street Journal* reporter hounding the technology beat. There was no Ziff Davis. Just some also-rans, most of which aren't around anymore. But how things have changed.

Today the competition is fierce and getting all the more so every year. In fact, this month brought a new and very well-heeled competitor in the form of *Corporate Computing*. The PC publications, none of which were around a decade ago, are all trying to move upstream into MIS country. The daily press and business magazines, having sensed the wealth of advertising dollars flowing from the IT vendors, all have very aggressive reporters following high tech. And now we have the emerging on-line services to contend with. The jobs we all hold at *Computerworld* are getting tougher, to say the least. More rewarding and certainly more challenging. But most of all, tougher.

And that's the way it's going to be for the next quarter century.

Anniversary

- FROM PAGE 2

ogy Subcommittee; Lewis Branscomb, Albert Pratt Public Service Professor at Harvard University's John F. Kennedy School of Government; Larry Michels, president and CEO of the Santa Cruz Operation; Stephen Roach, principal and senior economist at Morgan Stanley; and Roger Sippl, chairman of Informix Software, Inc.

The discussion was moderated by Marvin Kalb, director of the Joan Shorenstein Baron Center for the Press, Politics and Public Policy at Harvard's John F. Kennedy School of Government.

The topic later generated a spirited exchange as members of the audience, many of whom were in New York City for PC Expo, lined up three and four deep at microphones to question panelists throughout the evening.

CW's perspective on the U.S.' technology policy

***Computerworld* has always been an advocate for its readers, who for the most part are customers of the companies that comprise the IT industry. As such, in evaluating American technology policy, *CW* is driven to see the government adopt (or not adopt) programs that directly benefit the consumer.**

Maybe it's the federal government's track record of legislation and policies designed to help business compete more effectively that makes people nervous. So often, these efforts have resulted in nothing more than higher consumer prices and less pressure on U.S. companies to perform at their peak. Still, the desire lingers for the government to posit some sort of high-tech policy. If only there was a way to keep the politicians and the politics out of such an effort.

***Computerworld* would endorse the government's active role in recognizing and dealing with the growing tide of protectionism in both Europe and Japan, but at the same time would encourage the government to not interject itself into programs that are designed to fund specific high-tech industry segments, such as manufacturing systems, and leave the direction of captial flow to the marketplace. CW believes that any industrial policy must recognize the inherent frailty of politicians here and elsewhere and therefore should take them out of a process in which open markets should play the most significant role.**

CW employees, friends celebrate at Boston's Copley Plaza

All photos by Stella Johnson

(Left) Some 400 *Computerworld* employees past and present along with IDG colleagues, family and friends enjoyed a sparkling evening at the Boston Copley Plaza Hotel in honor of the publication's first quarter century.

IDG President Walter Boyd

Pat McGovern and *CW* Publisher Gary Beach

CW Burlingame Systems Administrator Chris Kobayashi and Office Manager Marilyn Scott

CW News Editor Alan Alper and his wife Debbie

(Right) *CW* Technology Editor Jim Connolly

***CW* Switchboard Operator Earlene Sabin and Editorial Assistant Lorraine Witzell**

Past *Computerworld* editors Drake Lundell and John Whitemarsh share a laugh with current editor Bill Laberis

The hard-working planning committee enjoys the fruits of their labors. (L-R) Karen Elliot, Bonita Cox, Barbara Sands, Paula Marcotte, Joanne Oteri, Robin Robinson. (Seated) Joanne Boiardi, Maureen Burke

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK

June 29, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

REGIONAL SALES MANAGER (CIO)

Responsible for selling display ad space throughout the Midwest territory. Requires an energetic, seasoned, polished sales professional with 5 or more years of advertising/sales experience. Strong written and verbal communication skills required.

PROMOTION MANAGER (FCW)

Responsible for the implementation of marketing plan strategies, creation of graphic design materials, and supervision of promotional events. Requires a BA/BS with 5 or more years experience in advertising/design/promotion. Must have excellent organizational and written/verbal communication skills.

AD SERVICES MANAGER (MAC)

Responsible for the development, management and distribution of effective, high quality promotional and advertising materials to support the advertising sales effort as well as manage advertiser services programs - MAX and Reader Service. Other responsibilities include production of annual review, quarterly newsletter, and other corporate communication pieces. Minimum 3 years experience managing public relations or corporate communications in a high technology publishing environment. Excellent communication, writing and editing skills required. Knowledge of Macintosh graphic layout and word processing software required.

PUBLIC RELATIONS MANAGER (MAC)

Responsible for the area of corporate public relations and positioning as it pertains to *Macworld* magazine, Macworld Communications, Inc., the Macworld Global Network, and Macworld brand name product lines. Responsibilities include creating promotional and advertising materials, direct mail media kits and sales. Minimum 3 years experience managing a marketing department or advertising agency. Strong creative and organizational skills. Knowledge of Macintosh layout and word processing software required.

CLIENT SERVICES REPRESENTATIVE (CWDD)

Responsible for supporting direct and indirect database services through database manipulation, interpretation and reporting. Candidate will process quotes, samples and orders to support CW Database Direct and CW Advantage Program in addition to promoting database custom services. Requires knowledge of the IS industry, direct customer service experience and demonstrated organization and communication skills. Candidate must be PC literate with working knowledge of dBase or Paradox.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: June 29, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Senior Director, National Accoutns	Emerging Tech., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Program Specialist (3 positions)	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
NWW	Assistant to the VP of Sales	*Network World,* Framingham, MA	M. Cornetta	(508)935-4734
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	District Manager	*CBP,* Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Sales Assistant	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
FCW	Promotion Manager	*FCW,* Falls Church, VA	B. Corry	(508)935-4416
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Associate Editor	*Publish,* San Francisco, CA	D. DiNucci	(415)978-3282
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Director of Ad Sales	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
IMI	Designer (3 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Framingham, MA	C. Novack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000

‘Editors are taller now’ and other reflections on *CW*

World Update *asked a number of* Computerworld *employees to share their thoughts about the company and the changes they have witnessed over the years.*

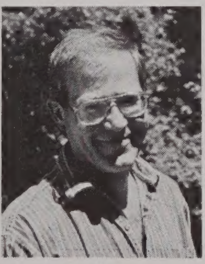
Maureen Burke
Director, Circulation Management
15 years

When I first came to work at *Computerworld*, it was the only domestic IDG publication. For several years thereafter, all the circulation-related functions (promotion and fulfillment) of new launches and acquisitions were handled by CW Communications. As the corporation expanded and started moving toward decentralization, one of the last areas to be affected was circulation, so I have had the opportunity to work on a variety of IDG publications, which has enabled me to gain a wealth of diverse circulation experience. Today, the demands and competitiveness of the market consume all of my time. I often wonder where I found the time to work on four titles at the same time.

Tom Monahan
Graphic Designer
Length of service: 14 years

I've seen lots of changes since I started at *CW*. The editors are taller today, many of the cubicle walls are now the same color and some of the furniture matches. That's about it.

Actually, when I began working here as a paste-up artist, the position of graphic designer did not even exist. Since then, there has been a huge change in the respect accorded to design It has gone from being a by-product to being a critical component of the publication, with desktop technology allowing us to do more than ever before. The book used to be black-and-white; now editors can see a hard copy, color proof before approving a graphic — "take my word for it" doesn't work as well as it used to. On the other hand, technology allows me to give them so many solutions, they can't make up their minds and have to take my word for it.


Monahan

One of the reasons I've stuck around is that there have always been new challenges — and Macintosh computers are largely responsible for that. You can do good design work without using sophisticated software, but learning and applying it has greatly expanded our capabilities. Desktop technology, design, and designers play a much bigger role in producing the publications today. *CW* remains an exciting place to work and a good place to learn and practice publishing and help direct its future. Now if we could just get rid of those editors...

Karen Elliott
Executive Asst. to the CEO/Publisher
Length of service: 14 years

I started with *Computerworld* as a data entry operator in the circulation department. In December 1986, I began working for Marion Kibbee as an administrative assistant and eventually assumed the position of office manager. In April 1988, I returned to *Computerworld* as executive assistant to the president/publisher.

I have seen a number of changes over the years. When I started, our office was over the Golden Star restaurant in Newton, Mass. Since the move to Framingham in December 1979, the number of employees has dramatically increased. I have seen a lot of people come and go over the years but as always, *Computerworld* has managed to hire the best employees in their respective fields.

Kim Pennett
Traffic Coordinator
Length of service: 12 years

I started here as a typesetter and spent my days typing and coding stories and advertisements. At the time, we were using a Quadex system, which ran on floppy disks. The arrival of the Atex system greatly changed my responsibilities. The copy desk was able to paginate most of the type. Currently only a very few pages are pasted up, and soon, with the arrival of the new Atex system we won't have to do those.

Pennett

The Macintosh has also changed my job quite a lot in the last two years. There has been a lot to learn, and it's been a challenge and a lot of fun. The company has matured a great deal since I first started working here. The pace is much quicker now — a function of all the new technology adopted by the company over the years.

Bob Wescott
Distribution Manager
Length of service: 14 years

I started with *CW* in 1978 working in the mailroon and accepted the job of distribution manager in January 1982. Perhaps the biggest change I've seen since I began working here is the sheer increase in energy required to deliver *Computerworld* every week. In 1978, *CW* had only five "entry points" — major cities to which huge shipments of subscriber copies are sent via airfreight before entering the mail stream. Today, to compete with the multitude of magazines and newspapers that are mailed daily, we service our 176,630 averaged mailed copies through 37 entry points. And yes, seven times the entry points does equal seven times the work.

Wescott

Bill Cadigan
Senior District Manager, Boston area
Length of service: 11

Computerworld has a more professional business atmosphere than it had a decade ago. *CW* is "leaner and meaner" and better able to quickly adjust to the demands of an ever-changing market. We do a much better job listening to our customers and ensuring that we're delivering a superior product to fit their needs. I truly believe that we are on the edge of another tremendous growth surge — we are all working hard

- SEE PAGE 6

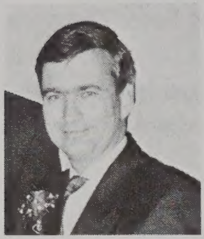
Taller

- FROM PAGE 5

preparing and when we make it happen, it's going to be incredibly satisfying.

Although the basic premise of selling space—"prepare, present, follow-up"—hasn't changed, the sales environment has changed considerably in the past 10 years.

Shrinking available ad dollars has created a much more competitive (sometimes ruthless) situation where competitors are resorting to heavy discounting, bloated merchandising programs and "book bashing" to get on schedules. Competition has expanded from traditional IS publications to include the general business press, direct mail, vertical trade magazines and the electronic media. The cost of doing business in general has changed with the use of same-day delivery, overnight mail, faxes and the dreaded phone mail.



Cadigan

Although hectic, this market has forced us to become better at what we do. In additon to straight ad sales, I now can offer other products such as subscriber lists, White Papers, CW Directs and CW Database. I can't wait to see my ESOP in 10 more years!

Patricia Keefe
Assistant News Editor
Length of service: 11 years

It used to be easier to jump around between different books in the company and different jobs. The company has entered a more mature phase, so it's not as easy to do that anymore. However, today the publications are more stable. This means better thought-out job descriptions, better pay and benefits. You also get a lot more guidance and training today, whereas in the past it was a very "sink or swim on your own" environment. As a result, the company probably does a better job of retaining quality people.

Keefe

CW used to be very mainframe- and very technically oriented. Publications ran the risk of being, or at least looking stodgy. Not so anymore. I think individual publications are more open to tinkering with their look and their focus than they ever were before. *Computerworld*, for example, has really branched out, pushing more micro and networking stories, delving into new technologies and generally lightening up copy — both in terms of length and writing style.

In the early days, *CW* writers had to do about three canned, ridiculously long application stories a week along with about 10 product writeups. These days, writers spend their time more creatively and productively working on original copy.

Over the years I have seen more of an emphasis placed on accommodating different lifestyles, work habits and overall ergonomics. This is a very flexible place to work.

Marilyn Scott
Office Manager, CW Burlingame
Length of service: one year

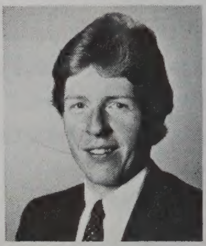
Computerworld is a company that encourages growth and provides the tools necessary for success. I came to *CW* as a temporary employee, working part time in the West Coast editorial department and moving on to be a full-time client services rep for the CW Database Division.

My current position has allowed me to recognize and reward the multiple talents of the support staff in both the editorial and sales departments. *CW* strongly encourages and provides advanced education and training, which helps employees achieve their career goals. I look forward to continue working for *Computerworld* and celebrating the 50th anniversary!

Paul Gillin
Executive Editor
Length of service: nine years

Over the last few years I've been introduced several times as someone who works for "the bible of the computer industry." Funny, but I've never been able to relate to that. To me, *Computerworld* has always just been a great place to work.

Computerworld is a leader in its field because it knows what it wants to do and it does it very well. While other publications have changed their stripes to suit market conditions, *Computerworld* has focused for 25 years on one reader and one reader only. It is that sense of mission that makes working here so much fun.

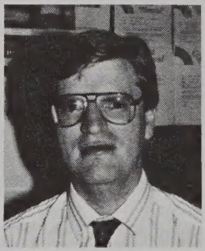


Gillin

We've arrived at this point through the efforts of hundreds of people over the years who take pride in the product they produce. And we've had the advantage of working for a company that really believes that its employees are its most valuable asset. It's nice being an industry bible, but it's better just being *Computerworld.*

Michael Sullivan-Trainor
Research Manager
Length of service: six years

Computerworld reminds me of a rubber band. Its basic purpose, format and staff structure were determined 25 years ago. Yet, it has constantly expanded, stretching in myriad directions to reflect the constant change of the journalistic and IS communities.



Sullivan-Trainor

Even in the six years I've been aboard the editorial team, change has remained constant. Three publishers, two editors and countless staff have passed through *CW*'s Framingham domain and tested the newspaper's flexibility and potential. Another constant has been the man with the original insight about what this 25-year-old idea could become. His presence every Christmas and at countless events is the one unifying element in our highly individualistic *CW* universe.

Chris Lindquist
Staff Writer
Length of service: two years

After college, I wanted a job that would let me be involved with computers yet not force me into programming 10 hours a day. So when the temp agency I had been working with asked me if I wanted to work for *Computerworld*, I replied "Work for who?"

Lindquist

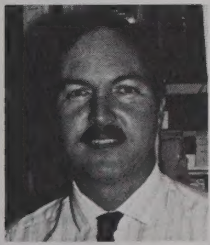
Fortunately, ignorance didn't stand in my way. I found the job I had been looking for. Of course, I still spend 10 hours a day in front of a VDT, but I'm being paid to investigate and write about the software industry, not be the software industry. I get to play with and review more software that I ever imagined existed. What more could someone ask for out of life?

Joanne Boiardi
Fulfillment Manager
Length of service: 11 years

I worked for many companies before coming to *Computerworld*. One of the many things that makes this company stand out from the rest is the fact that the owner of the company comes around to personally give you your Christmas bonus as well as trying to be in touch with all his employees via the annual IDG Employee Survey—you wouldn't see Lee Iacocca doing that.

Pat Powers
Midwest Regional Manager, Recruitment Advertising
Length of service: five years

Working at *CW* has meant being able to balance my business and family life with great success. The company really cares about the happiness of its employees and is willing to contribute what it can to assure that employees are happy and therefore motivated people. It's a secret many companies have not yet discovered. I find *Computerworld*'s entrepreneurial management style extremely motivating



Nelson

Al Nelson
Systems Engineer
Length of service: four years

Even before I was an official *Computerworld* employee, my contact with the company created good vibrations. As a hardware engineer, I had been consulted to repair some of the equipment in the computer room. The impression of the company and the employees even at that time was one of teamwork. And, now that I've been with the company four years, teamwork, cooperation and the pleasantness of all the employees still stand out as the most positive aspects of working here.

The company executives need to make decisions to assure its survival, and I've always had a sense that directions were determined with the employees in mind. I think that *CW* is making those decisions that will keep us ahead of our competitors. I guess that goes under the heading of job security.

Linda Gorgone
Office Manager
Length of service: six years

Gorgone

Computerworld is just a fantastic place to work. There is a friendly, relaxed atmosphere and a strong sense that upper management cares about its employees as individuals. A real open door policy exists here, and management makes a genuine effort to work with employees to accommodate any problems or situations that may arise, be they work-related or personal. They are open to suggestions and ready to listen to anyone at any level — it's a big company to have that kind of voice in. Teamwork is central to *CW*'s philosophy, and there is a feeling that each employee is valued and his/her contributions appreciated, which makes it a pleasure to come to work and provides a real incentive to do even better.

Cathy Gagnon
Chief Copy Editor
Length of service: six years

Gagnon

First and foremost, *Computerworld* means opportunity. I started in an entry-level capacity and working here has meant almost six years of growth, both personal and professional. I couldn't believe what a great first job I landed, and the company hasn't let me down since. I've held several jobs since *Computerworld Focus* and the sense of fulfillment and achievment has increased with each step. I believe *CW* fosters a commitment to growth—both in what the newspaper delives to its readership and for the people who work here. I take great pride in the work I do here, and I believe that is a direct reflection on the integrity that drives the publication. I think *Computerworld* gives back to you what you put in and meeting that challenge every day can open up many opportunities.

Colleen Garland
Classified Operations Supervisor
Length of service: 11 years

Upon arriving at *CW* I was trained to spec type and send it over to the typesetting department. They would compose the ad and return it for approval. The process could take up to three days. Today, we all have our own computers, don't have to rely on the typesetting department and results can be accomplished within minutes.

Eleven years ago the classified advertising deadline was 10 days prior to the issue date. Today, on any Thursday, our clients can send an ad to us and see it in *CW* the following Monday. A two-day deadline certainly helps to keep a customer satisfied.

Carol Polack
Director/Publishing Technology
Length of service: 13 years

I started out as a typographer in the production department in the days when redundant effort was at its peak —we retyped all of the stories our writers typed on IBM typewriters. When we put Atex terminals on their desks there was actually resistance from writers reluctant to retire their typewriters. Finally, they built a chicken-wire caged room with a padlock on it to store the typewriters in. It was a crazy approach to implementing technology, but it worked. These days, part of my job is evaluatimg new technology and production methods — a far cry from my original job description.

World Update photos

Polack

Do-er's profile

Maureen Burke

•HOME: Currently Watertown, Mass., soon-to-be Waltham, Mass.

•PROFESSION: Director of circulation management for *Computerworld*

•JOINED IDG: January 1977 (longest continuous service to CW Communications)

•WHAT DO YOU LIKE BEST ABOUT YOUR JOB? The diversity — everyday is a new challenge.

•LATEST ACCOMPLISHMENT? Purchasing my first home

•MOST CHALLENGING ASPECT OF JOB: Circulation is best known as the "Hurry Up and Wait Game." Trying to forecast and project what our circulation will be by the end of each audit statement period provides all the challenge I need.

•OUTSIDE INTERESTS: Needlework, reading and travel

•FAVORITE TRAVEL DESTINATION: Australia — it's where I'd like to go for my 20th anniversary with *Computerworld*

•FAVORITE FOOD: Chocolate, chocolate and more chocolate

World Update

•WORDS TO LIVE BY: Most of my favorite quotes aren't fit for print, so use your imaginations.

•ROLE MODEL: The person I have most admired was my mother. Her optimism was always a source of inspiration.

•FAVORITE POSSESSION: My shoes...only Imelda has more, but I'm getting close.

•MANAGER'S PROFILE: "Maureen's dedication to building quality circulation has helped make *Computerworld* the success it is."

IDG *World Update*

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Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Computerworld, Network World win editorial honors
- PAGE 2

U.S. sales managers target inside sales training program
- PAGE 2

Romanian licensee draws crowd at trade show
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 27 **JULY 6, 1992**

NW clip art offering stirs enthusiastic response

Network World's first venture into software publishing yielded a flood of inquiries and orders last month and broke even after just four days.

NetDraw™, Clip Art for Building Networks, is the first clip art software package created exclusively for networking, systems and computer/communications professionals. It gives users immediate access to more than 170 professionally drawn images in six categories: computing, WANs, LANs, telephony, personal computing, and patching and cabling.

"Every day network professionals count on their graphic network representations to clearly and persuasively communicate their ideas. We offer NetDraw™ as a way to assist them in performing their jobs more effectively," said **Colin Ungaro**, *NW*'s president and publisher.

More than 160 copies of NetDraw™ have been sold already at the introductory price of $99.95.

The software, now available on DOS and Windows platforms as well as Macintosh, is designed to work in two ways. Templates are provided to be used with drawing and presentation programs such as MacDraw and Designer. Individual symbol files allow images to be pasted into drawing program files as well as a variety of word processing, page layout and presentation documents.

According to Director of Special Projects **Bill Reinstein**, network managers and designers have been able to purchase full blown diagramming application packages, but not clip art, until now. "It was clear to us that there is a real demand for a product like NetDraw™," Reinstein said, a belief supported by the more than 500 calls to *Network World* the first two weeks the software was on the market.

Network World Inc. formed the special projects division in May to carry out the unit's new mandate to develop and market ancillary sources of revenue. Reinstein said all of the planned products are being billed as "tools for your professional productivity."

The second in this product line, NetText™, will be released in September. It will provide readers with full text editorial, either on line or on diskette, from the past four years of *Networld World*.

IDG Argentina launches *InfoWorld*

INFO WORLD
INFO WORLD

World Update

IDG Argentina General Manager Ruben Argento (right) and *InfoWorld Argentina* Editor Norma Mena discuss their new *InfoWorld* product with IDG Chairman Pat McGovern and IDG International News Group President David Hill (left). Favorable domestic conditions—such as a decrease in the rate of inflation and the absence of an import duty on PCs—spurred the company to launch the 10,000 circulation publication in May. The monthly tabloid averages 50% to 60% local editorial and the rest from *InfoWorld* U.S.

U.S. managers target uniform inside sales training program

IDG's U.S. business units continued their series of function meetings last month with a very successful one-day session devoted to the inside advertising sales function.

Nine sales managers representing eight publications convened at IDG headquarters in Boston to discuss a variety of topics including the use of alternate media, training issues, sales management tools and cooperative ventures.

Organized by Vice President of Corporate Human Resources **Martha Stephens**, the meeting, which was the first of its kind held at IDG, was intended as a forum for sales managers from various publications to meet to exchange ideas, identify common problems and foster cooperation.

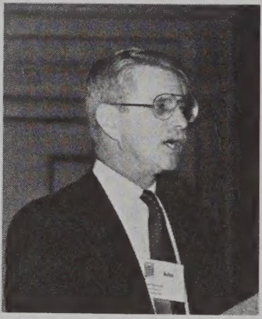
TRAINING A PRIORITY

It quickly became apparent that establishing a mechanism for providing systematic, ongoing training for the inside sales force was a priority for those in attendance. While most publications typically focus a great deal of resources on improving the outside sales function, inside sales has generally received little attention in terms of an organized training program.

Reinstein *Network World*

"Perhaps the key development from this meeting was the participants' unanimous decision to develop an ongoing inside sales training program for all the U.S. publications," noted **Bill Reinstein**, director of special projects at *Network World*. "In addition, it provided an excellent opportunity to build bridges and alliances with our counterparts at other publications."

"It was extremely beneficial to meet inside sales managers from other IDG publications. We all seem to be in agreement that ongoing training for inside sales personnel should be our immediate focus and plan to actively pursue an agenda and date for group training when we next meet," said **Beverly Schneider**, manager, direct response sales at *Macworld*.


Corrigan *Computerworld*

The group plans to meet again in August to begin work on developing a curriculum. Chairing this committee will be *Computerworld* Vice President for Classified Advertising **John Corrigan**. "We would like to see uniform standards of training exist within IDG that would foster their growth as salespeople, lead to growth as sales managers and further opportunity for advancement into ROP [run of publication] slots as they become available," he explained.

"Inside sales is almost always a path to career growth. We have tremendous assets in our sales force and want to do everything in our power to groom these people for unlimited career growth," Corrigan added.

"Inside sales people have the most demanding sales job in IDG," he continued. "They have the same advertising objectives as their outside sales counterparts but without the benefit of face-to-face contact. They must paint a verbal picture and capture the prospect's attention and interest without any visual response.

"Attracting great talent is one thing," noted Corrigan. "Building and retaining that talent is another. At IDG we've got fantastic resources and a strong commitment to training, now it's up to us to implement it."

Other attendees included *InfoWorld*'s **Diane Templin**, *Network World*'s **Joan Pinsky**, *Digital NEWS*' **Nancy Fling**, *PC World*'s **Sandie Wade**, **Ted McNulty** of Lotus Publishing Corp. and **Diane Basso** of Electronic News Publishing.

CW, NW earn top honors for editorial quality

Computerworld and *Network World* received top honors in *Magazine Week*'s third annual Editorial Excellence Awards, which were presented during ceremonies in New York last month. *Computerworld* was named the winner in the general computer category, while *Network World* ranked first in the network communications area.

Magazine Week's criteria for the award is based on demonstration of overall quality, fulfillment of the editorial mission, and inclusion of superior feature articles, well-defined departments and integrated high-quality design and production.

> *"[The award is] a confirmation of how we stay true to our mission."*
>
> — Bill Laberis

Bill Laberis, *CW*'s editor-in-chief, said he considers the award "a confirmation of how we stay true to our mission: to provide timely, balanced and comprehensive coverage of events, trends and issues that have an impact on the needs and interests of IS professionals."

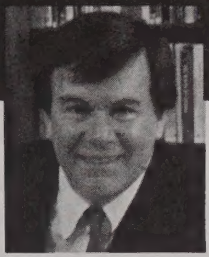
"*Network World* has been committed since its inception to providing readers with the information they need to make informed buying and business decisions in the rapidly evolving enterprise network market," said *NW* Publisher **Colin Ungaro**. "We're thrilled that *Magazine Week* has formally recognized our success in this endeavor."

Editorial Excellence Awards are given annually to publications in 52 trade and consumer categories. This year, more than 500 magazines submitted entries to vie for the awards.

Three other IDG publications—*Digital NEWS*, *Lotus* and *Macworld*—were finalists in the systems-specific computer category.

On line

ASK PAT



Q I've heard IDG is considering setting up publication support centers that will be responsible for assisting the worldwide members of that publication family. Can you tell us about it?

A IDG is planning to set up Global Publication Support Centers that will consist of a team responsible for assisting the success of each member of that publication family by offering information and know-how in areas such as market trends, reader research, circulation development strategies, business relationships with key advertisers, advertiser profiles and product line meetings. We have chosen *Macworld* as the first publication family to have a Global Publication Support Center. This first center will be in operation by October, and additional centers for other publications will be added in the future.

Q What other Asian countries do you see IDG entering in the next few years?

A Most Asian countries are experiencing high growth rates in their IT markets and have a strong demand for information on that subject. We are expanding our publications and information services in the eleven countries in Asia where we are established. In addition, we expect to start up in Indonesia, Vietnam and Pakistan within the next few years.

Q The Rio Earth Summit focused the world's attention on the impact of the depletion of the earth's forest on the atmosphere. What steps are IDG business units taking to reduce our utilization of forest products?

A Most IDG business units are increasing the amount of information they offer to their customers in electronic form, thereby saving paper. On-line services, CD-ROMs and videocassettes are among the examples. In addition, a number of our business units are using recycled paper for publication and promotional materials. We believe that International Data Group is one of the companies most advanced in adopting non-paper forms of information services to meet the needs of our customers.

Q What impact will the dramatic price reductions in generic PCs have upon their suppliers and their level of advertising investments?

A The major computer companies, such as IBM, Compaq and Digital Equipment, have noticed the growing success of companies that have been selling PCs with non-proprietary components and peripherals at discounts of 20% to 40% off the prices offered for similar systems from these bigger companies.

These larger companies have decided to meet this challenge head-on and increasingly sell directly to the buyer to cut their distribution costs. The immediate result will be lower prices for the buyer but lower profits for the industry. For many of the smaller direct marketers of computer systems, this will mean losses and, subsequently, business failures.

This will slow the growth of advertising from these firms and increase the bad debt rate of such advertising. I recommend that all IDG publishers look to ways to reduce their dependence on advertising from hardware vendors by intensifying their efforts to show the value of corporate image and brand advertising to computer software and service companies. In addition, they should plan to obtain more revenue from their readers via paid subscriptions, higher single-copy prices, newsletters, videos, paid-for help lines and so on.

Q What thoughts go through your mind as you ride over to pick up an employee for a 10th anniversary lunch celebration?

A Subjects discussed at a 10th anniversary lunch are top secret...only to be disclosed to those who qualify through a decade of being on the IDG team!

Q What kind of music do you like?

A I like folk music and classical music. I find such music relaxing to the body and stimulating to the mind.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

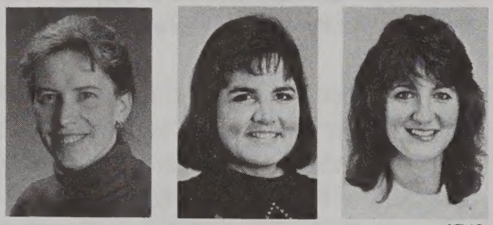
Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

In brief

Production managers profiled in trade news

Three production managers from two IDG publications were featured in a recent issue of *MD&P* magazine. *Network World*'s Production Director **Ann Finn** and Imaging Manager **Anne Rosenkranz** and *Federal Computer Week*'s Production Manager **Susan Miller** were interviewed for a feature entitled, "Production Managers Talk Back on the Issues." The three were asked to discuss the career paths that led them to their current positions as well as what aspects of their jobs they enjoyed the most.



MD&P

(L-R) Susan Miller, Ann Finn, Anne Rosenkranz

Network World logs record-breaking month

June was a record-breaking month for *Network World*, which logged a total of 268 advertising pages and 408 pages total in issues published during the month. In addition, the June 22 issue weighed in as the largest in the publication's six-year history with 91 ad pages and 120 pages total. "This month's advertising support for *Network World* shows that the key networking buyers in the market believe in our dedication to delivering a publication of award-winning quality," noted *NW* President and Publisher **Colin Ungaro**.

NETWORK WORLD

Digital News launches awards program

Digital NEWS has announced the launch of its 1993 Buyers' Choice Program, a two-part program consisting of a comprehensive brand preference research study of *DN*'s 97,500 subscribers and an industry awards program to recognize those products and vendors that buyers deem best. The awards, dubbed The Excelsiors, will be awarded annually to the best overall products and the best new products in approximately two dozen categories. Nomination forms will appear in the July 20 and August 3 issues of *Digital NEWS*. Winners will be announced at a gala black-tie Excelsior Awards dinner this fall.

DIGITAL NEWS
EXCELSIOR Awards
RECOGNIZING THE BUYERS' CHOICE

East West spins Diskettes for Democracy

In keeping with the spirit of Independence Day in the U.S., the Voice of America broadcast an announcement on July 4 regarding the East West Education Development Foundation's new Diskettes for Democracy program.

"During my recent trip through Poland, Russia and Ukraine, one of the most disturbing discoveries was the absence of books about democracy," said East West Executive Director **Alex Randall**.

Since computer donations to the foundation go to organizations that are building democracy, the lack of data on democracy has added a new dimension to East West's mission. Randall has proposed making diskette copies of the U.S. Constitution, Declaration of Independence, Bill of Rights, Federalist Papers, the Magna Carta and the UN Charter and distributing them to anyone who asks.

East West has asked the computer industry to support this effort and donate diskette duplicators, blank diskettes and mailers. For more information, contact the East West Foundation at telephone 617-542-1234, fax 617-542-3333.

Romanian licensee makes hit at show

IDG's licensee in Romania, Stiinta & Tehnica, participated in a high-profile trade show in Bucharest this spring. The debut of CERF '92, the only dedicated computer and electronics fair in Romania, attracted a select group of the country's most qualified buyers and resellers.

In the past, Stiinta & Tehnica had promoted its publication, *InfoClub*, at other, more consumer-oriented trade shows. Their presence was a big hit at the show; an impressed senior commercial officer at the U.S. embassy in Bucharest noted that the *InfoClub* booth was among the most crowded.

Stiinta & Tehnica

Stiinta & Tehnica General Manager Ioan Albescu (second from left) welcomes several prominent visitors to the InfoClub booth at CERF '92. From left: M.Petrescu, editor of the Romania's *Business Tech International*, Adrian Severin, head of Romania's Agency for Privatization; and Romanian Prime Minister Theodor Stolojan.

Job Opportunities

Revised: July 6, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Accounts Payable Data Entry	Framingham, MA	B. Corry	(508)935-4416
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
WEC	Program Specialist (3 positions)	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Network Integration	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
IDC	Analyst-Prod. Support Solutions	Framingham, MA	D. Bernardi	(508)935-4361
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	District Manager	*CBP,* Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
FCW	Promotion Manager	*FCW,* Falls Church, VA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Regional Sales Manager	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Administrator	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Circulation Coordinator (Part-Time)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Human Resources Administrator	Integrated Media, San Francisco, CA	C. Wooldridge	(415)267-1722
IMI	Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Designer (2 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Receptionist/Clerk	TIS Corp., Framingham, MA	P. Doggart	(508)935-4379
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Framingham, MA	C. Novack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK

July 6, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.

ACCOUNTS PAYABLE DATA ENTRY (IDG)

Primary responsibility will be entering data on a PC. Must be detail oriented with good organizational skills. Prior office and word processing experience preferred.

ADMINISTRATIVE ASSISTANT (ISG)

Responsibilities include updating and maintaining files and databases for staff and clients; contacting government agencies for information on products and services; organizing and maintaining in-house information; administrative duties as assigned. Position will report to the Director of Federal Data Service. 2 years business or technical degree plus a minimum of 2 years related experience required. Must be well organized, detail oriented with excellent communication skills. Advanced knowledge of WordPerfect 5.0, Lotus and dBase desirable.

REGIONAL SALES MANAGER (IFW)

Regional Sales Manager needed to cover the Northern California area. We require an energetic, organized and experienced sales professional with 5 years in computer ad space sales.

LAN ADMINISTRATOR (IFW)

The Position requires an energetic, inquisitive individual w/ a strong working knowledge of microcomputers & good written/verbal communication skills. The job involves understanding a corporate networking issues, strong technical knowledge of a variety of network operating systems, hardware & software. Programming experience preferred. A B.S. in Computer Science or equivalent, plus 5 years networking experience.

BILLING COORDINATOR (IFW)

Position is responsible for processing the weekly advertising billing and assisting in various AP duties. This is an entry level position that requires experience with desktop computers (mainframe and PC applications). One year of general accounting experience is a plus.

HUMAN RESOURCES ADMINISTRATOR (IMI)

To assist the IMI Human Resources Director with the maintenance of information, procedures and systems in the Human Resources Department. To communicate and support company procedures, policies, and benefits. Conduct new employee intakes, provide terminated employee with benefit information, employee relations, recruitment. Prior HR experience required.

RECEPTIONIST/CLERK (TIS)

This full-time, entry-level position provides general clerical and organizational support to office operations in a fast-paced environment. The work includes: front desk reception, telephone coverage, light typing, maintaining and circulating lists and schedules, printing, sorting and mailing client deliverables, and some filing. Candidates must be able to effectively organize their time and carry out multiple tasks with accuracy. Also required: a professional demeanor with client contacts by phone and in person, basic typing at a rate of 40-50 wpm, and experience with Macintosh word processing.

Please contact the Human Resources Department of the respective division for more detailed information on these job openings.

CHEMICAL
Corporate Challenge®

ATTENTION RUNNERS

Be a part of the IDG team!

IDG is sponsoring teams for the CHEMICAL Corporate Challenge (formerly the Manufacturers Hanover Corporate Challenge)

When:	**Thursday, August 13, 1992**
Time:	**7:00 p.m.**
Where:	**Boston Common, Boston, MA**
Distance:	**3.5 Miles**

Sign-up deadline is Friday, July 10, 1992

Join your fellow members of the IDG family for this exciting and fun event.

Runners of all abilities are welcome.

For more information contact: ***Jim Falanga 508-935-4754***
John Robison 508-935-4755

CW proposes tax credit

During the second annual Computerworld Smithsonian Education Symposium, held last month in Washington, D.C., in conjunction with the Computerworld Smithsonian Awards, *CW* Publisher **Gary Beach** called on Congress to pass legislation that would encourage U.S. corporations to donate computers to schools across the nation.

Computerworld is seeking support for federal legislation for its Computers in the Classroom program that would give corporations a tax credit in return for donations of fully depreciated computing equipment. Beach appealed to CEOs of major corporations to participate actively in the program.

Beach said there are 50 million PCs in U.S. corporations of which approximately 40% have been fully depreciated. *Computerworld* proposes that the federal government allow a tax credit of $100 for each fully depreciated computer donated to public schools. The company has already sought the backing of Massachusetts Senators Edward M. Kennedy and John F. Kerry for its Computers in the Classroom projects.

The education symposium, held for the second year, is an opportunity for educators to share with their peers how to use technology as a teaching tool. This was the first year demonstrations were incorporated. The symposium attracted a capacity crowd of teachers from special education as well as all grade levels from elementary school through college, and Voice of America and *Newsweek* were among the media on hand.

Victory at sea for IDG France

On Sunday morning May 30, the IDG Communications France yacht racing team sailed to a magnificent victory in the 15th annual Coupe de L'Informatique (The IT Professionals Cup) organized by the Association francaise des informaticiens and held in Lorient, France.

Sailing in a prototype 12-meter racing yacht, the IDG France team pulled out a narrow victory against stiff competition in the three-day race.

La Coupe de l'Informatique has become a classic yacht race among French companies. Each year, the race lures some 1,000 IT professionals to trade their computers for waterproof windbreakers and take to the seas under the flag of IT companies or user groups. A rendezvous not to be missed, the Coupe de l'Informatique invites challengers to take on the winner. Next year, the challenge awaits IDG Communications France.

IDG France

Members of IDG France's victorious sailing team included Herve Labatut, Frank Surena, Jennyfer Banach, Christine Cavelle, Pascal Gautier, Pierre-Alexandre Montagne, Samia Cherki, Vincent Joannot, Pierre-Olivier Provent, Jean-Luc Bensimon, Aromi Rajon and Olivier Gouyer. Also participating but not pictured were Charlotte Trim and Jean-Pierre Antonio.

WEC Russia sponsors banking expo

The WEC Russia staff relaxes after organizing their first banking-related exhibition. From left: Katrina Vozniak, Svetlana Chukova and Victoria Gabrilova. Seated is Anthony Boris Antoniuk.

World Expo Corp.'s staff in Moscow held a successful banking expo recently that featured the latest developments in the field of banking communication and networks.

According to **Boris Antoniuk**, general manager of IDG's publishing partner, ICE, thousands of banks and other financial institutions have opened in the former Soviet republics during the past year. "Bank Systems, Communications and Networks" attracted primarily managers and other staff from these banks, and they had a chance to participate in roundtable discussions and view products from 40 Soviet and three U.S. exhibitors.

Noteworthy!

NEW EMPLOYEES

Network World welcomes Copy Editor **Monica Sambataro** as a full-time employee. Sambataro, who has been working as a temporary employee at *NW*, previously spent three years as a reporter on a weekly paper in Salem, N.H. She earned an associates degree in business from Northern Essex Community College in Haverhill, Mass., and is three classes from completing her BA in communications at the University of New Hampshire.

* * *

Jenny Fraser-Bell has joined IDG Australia as a part-time clerical typist responsible for invoicing and banking reconciliations. Previously she worked as a general administration manager at IBM. Outside the office, she finds time for golf, gardening and crafts.

* * *

Owen Linderholm is the new senior reviews editor at *PC World*. Previously he held the post of senior news editor at *Byte* magazine. Linderholm earned a BS in mathematics and computer science from the University of Bristol, England. Outside the office he enjoys cooking and hiking.

Another new face at *PC World* is designer **Carolyn Perot**, who is currently involved in a redesign of the publication. Previously an assistant art director at clothing manufacturer Esprit de Corps in San Francisco, Perot holds a BA in economics from Stanford and a BFA in graphic design from California College of Arts and Crafts. Outside the office, Perot enjoys sailing and brewing her own beer.

* * *

Cara Wong is the new librarian at IDC West where she will manage the day-to-day operations of the library as well as provide library services to staff and clients. Wong holds a BA in history and liberal studies from the University of the Pacific and earned her MLS from San Jose State University.

* * *

InfoWorld's newest copy editor is **Stephen Lawson**. Formerly a copy editor with the Alameda Newspaper Group in Hayward, Calif., Lawson holds an AB in print journalism from the University of Southern California.

* * *

Marisa D. Watkins recently joined *SunWorld* as assistant to the associate publisher, sales and marketing. Previously Watkins was a program analyst at KPMG Peat Marwick in Washington, D.C., where she provided marketing support for the company's management consulting division. Watkins earned a BS in commerce from the University of Virginia with a double major in marketing and management. Outside the office she enjoys mountain biking, designing jewelry, soccer and Spanish movies.

* * *

Publish recently appointed **Bobbi Long** as its new art director. Long, who will have overall responsibility for the design of the publication, most recently held the position of senior designer at *Macintosh Today*. She holds a BA in romance linguistics and graphic design from and an MFA from the Basel School of Design in Switzerland. Outside the office she enjoys sailing and sea kayaking.

* * *

Federal Computer Week has announced the appointment of **John Moore** as a senior writer covering the systems integration and imaging markets. Previously Moore was a senior editor at *Systems & Network Integration*. Moore earned a BA in journalism/English from Syracuse University and enjoys bird watching, classical guitar, and travel in his free time.

* * *

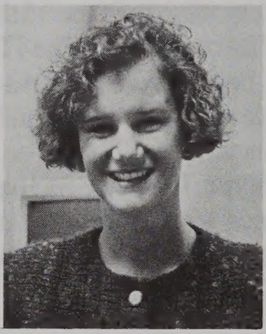
Michael Sullivan has recently joined Integrated Media Inc. as marketing coordinator responsible for coordinating trade shows and special events for *SunWorld* and *Publish*. Sullivan returns to IDG following a brief stint at trade show developer Danieli and O'Keefe in Sudbury, Mass. Previously, Sullivan spent three and a half years as a sales manager with World Expo Corp. Sullivan earned a BS in accounting from Suffolk University and enjoys running, surfing, skiing, and the acoustic guitar in his spare time.

TRANSFERS

Gregory Smith has been named test center director at *PC World* where he will be responsible for setting up and managing the publication's new test center. Smith originally joined IDG in 1988 and was most recently senior test development specialist at the *InfoWorld* test center.

* * *

Digital NEWS welcomes **Kristin Neubauer** as director of its *Open Systems Reports*, a demographic supplement integrating Unix, VMS and the high-performance desktop that appears in the first issue of *DN* each month. Neubauer will be responsible for managing and prospecting clients with the *Digital NEWS* sales force as well as overseeing the marketing of the *Open Systems Report* section. Neubauer joins *Digital NEWS* from *Computer Buying World*, where she was a district manager. She originally joined IDG in 1988 as a sales representative for *Digital NEWS*'s southwest territory.



Neubauer

* * *

Stella Chan has recently been appointed to the newly created post of librarian at *PC World*, where she will be responsible for designing, implementing and administering a library and information center for the editorial department at *PC World*. Chan, who holds an MLS from Simmons College in Boston, originally started with IDG in 1991 as a part-time librarian at IDC West.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the end of June and beginning of July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Christine Hiehler - IDG Germany

FOURTEEN YEARS
Barbara Howell - IDG Australia

ELEVEN YEARS
Dianne Ritson - A+ Publishing
Kathleen Heeney-Murray - LINK

TEN YEARS
Mary Hartwell - A+ Publishing

EIGHT YEARS
Stefanie Schopenhauer - IDG Germany
Ole Hansen - IDG Danmark

SEVEN YEARS
Egon Margraf - IDG Germany

SIX YEARS
James Falanga - IDG
Cathy Abes - *Macworld*
Helmut Sedlmeier - IDG Germany
Renate Regnet-Seebode - IDG Germany
Kenneth Hoyt - IDC

FIVE YEARS
Daniel Sullivan - IDG Peterborough
Cherie LaFrance - *Macworld*
Cathy Langhaar - *Macworld*
Christina Lautenbacher - IDG Germany
Jutta Zimmermann - IDG Germany
Peter Kinast - IDG Germany
Teresa Martin - IDG UK

FOUR YEARS
Ruth Henrich - *Macworld*
Abbie Lundberg - *CIO*
Ursula Dolvers - IDG UK
Marcsi Martek - IDG Hungary
Søren Kargård Nielsen - IDG Danmark
Graeme Martin - IDG New Zealand
Harald Brechtl - IDG Germany
Ute Ritter - IDG Germany
Janet Cote - A+ Publishing
Michelle Wong - *Asia* Computerworld

THREE YEARS
Chip Carman - *Macworld*
Patrick Ferrell - *GamePro*
LeeAnne McDermott - *GamePro*
Lynne Kavish - *GamePro*
Michael Kavish - *GamePro*
Alyson Prior - TIS Corp.
Dody Keefe - WEC
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Jennyfer Banach - IDG France
Fabienne Guebin - IDG France

TWO YEARS
Dana Kagno - IDG
Julio Vial - IDC UK
Torben Bjørn Sørensen - IDG Danmark
Tobias Siebert - IDG Germany
Birgit Massier - IDG Germany
Daniel Maier - IDG Germany
Stefan Fleischhacker - IDG Germany
Petra Hermann - IDG Germany
Agnes Csekk - IDG Hungary

ONE YEAR
Akiko Fujikawa - *Macworld Japan*
Stephanie Legelis - *CIO*
Dolores Rubio - IDG Spain
Claudia Jachtmann - IDC UK
Carol Coupland - IDG New Zealand
Julianna Nagyistok - IDG Hungary
Andrea Pasini - IDG Italy
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy
Hervé Labatut - IDG France
Stéphanie Grin - IDG France
Mitch Shostak - *PC World*
Michael Blackman - WEC Germany
Angelique Förster - IDG Germany
Daniela Heiß - IDG Germany
Irene Helfenbein - IDG Germany
Sabine Rupp - IDG Germany
Regina Andrea Wolff - IDG Germany
Isabelle Waiblinger - IDG Germany

Chairman's Achievers

Lisa Espinoza
Events and Merchandizing Manager
Macworld

According to *Macworld* Marketing Manager **Kimberlee Luedee,** Lisa Espinoza has successfully managed *Macworld*'s advertiser merchandising program, MAX, with an outstanding record of customer service. "Both advertisers and *Macworld* staff members have come to rely on and respect her ability to work with our customers to create a program under tight deadlines and always with a smile," Luedee said.

Espinoza
Macworld

Natan Eichenblat
Graphics Editor
People and Computers (Israel)

Natan Eichenblat's cover designs for the weekly *People and Computers* and the monthly *32 Bit* (a *PC World* equivalent) has set a standard among Israeli publications. "Natan's artistic touch has no doubt contributed to the growing distribution of our new PC magazine, now at issue No. 20 with a distribution of 6,000," said Publisher **Israel Pelled**. "He constantly exhibits his ability to produce fine work within the constraints of difficult timetables."

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Ellen Messmer will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS:

"The engineering team of IBM and Apple have produced their first joint venture product."
- **Simon Salamon**, LINK Resources

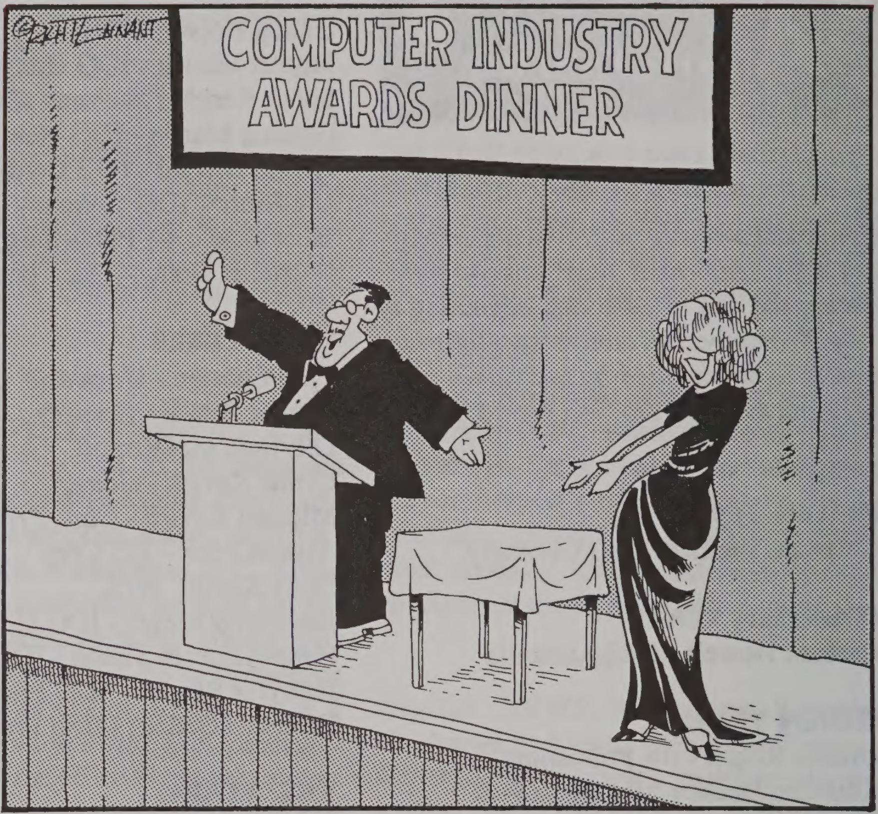
"And now, ladies and gentlemen, the ethics in advertising award."
- **Tom Moran**, *Macworld*

"The award goes to seamless, platform-independent see-through window-ware!"
- **John Block**, Computerworld Database Division

"Hey look, Betty, one of my fingers can bend." "So what, Chuck, both of my arms are stuck in this position."
- **Paul Smith**, *InfoWorld*

"And now for our new category this year: the Virtual Reality award."
- **Frank Barbetta**, *Electronic News*

Chapel Hill, North Carolina: History is made with the presentation of the first Achievement in the Field of Virtual Reality award.
- **Marc J. Mikulich**, IDG Books Worldwide



"And the winner in the 'transparent network computing' category: The Emperor's New Clones!"
- **Ellen Messmer**, *Network World* (Washington, D.C.)

"And the winner is...VaporWorks for Windows V.01."
- **Mary Bednarek**, IDG Books Worldwide (Indianapolis)

"And now our award for Vaporware goes to..."
- **Bill Strapko**, IDC

(Due to the numerous entries with the "Vaporware" theme, a selection had to be made based on the earliest entry submitted. *World Update* also thanks contributors **Jim Brown**, *Network World*; **Greg Cline**, ISG; **Martha Stephens**, IDG HR; **Fredric Paul**, *Lotus*; and **John Blair**, IDC Australia.)

IDG *World Update*

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IDG Books maintains best-seller status

- PAGE 2

On line with *LOTUS'* Mark Flanagan

- PAGE 3

***PC World* hosts worldwide product line meetings**

- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 28 JULY 13, 1992

Industry Publishing joins *InfoWorld*

Industry Publishing Co., formerly located in Belmont, Calif., moved to San Mateo, Calif., last month to become a division of InfoWorld Publishing Co.

According to **Tracy Beiers**, former president of Industry Publishing, the consolidation is tied to **Stewart Alsop**'s dual role as *InfoWorld*'s editor-in-chief and editor of Industry Publishing's *P.C. Letter*, which he founded in 1985. Industry Publishing's newsletter and conference activities will merge with *InfoWorld*'s On-Line Services Dept. and together will be known as the Editorial Products Group.

"Our charter is to develop and nurture new products outside the newspaper," said Beiers, whose new title is vice president of the Editorial Products Group. Upcoming activities for the group include:

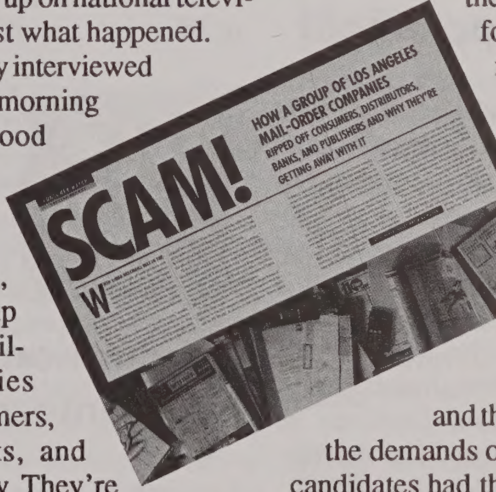
- **Agenda 93.** Scheduled for Sept. 20-22, 1992 in Laguna Niguel, Calif., this invitation-only conference is limited to 375 of the PC industry's top senior executives, such as Microsoft's Bill Gates, Apple's John Sculley and IBM's Jim Cannavino. As in previous years, attendees at the sixth annual meeting will examine industry-wide strategies and issues rather than product details.

- SEE PAGE 5

PC World probe gets national TV exposure

When *PC World* Associate Editor **Roberta Furger** and Senior Editor **Mike Hogan** began their investigation into a retail/mail-order scam operation in the Los Angeles area, they never imagined they'd end up on national television — but that's just what happened. The two were recently interviewed for a segment on the morning news program "Good Morning America," which aired earlier this month.

Their article, "Scam! How a Group of Los Angeles Mail-Order Companies Ripped Off Consumers, Distributors, Banks, and Publishers and Why They're Getting Away With It," appeared in the May issue of *PC World.*



SCAM!

HOW A GROUP OF LOS ANGELES MAIL-ORDER COMPANIES RIPPED OFF CONSUMERS, DISTRIBUTORS, BANKS, AND PUBLISHERS AND WHY THEY'RE GETTING AWAY WITH IT

While it's very rare for a national TV station to pick up a story from what most consider a trade publication, Editor-in-Chief **Phil Lemmons** noted that the story seemed to appeal to consumer reporter Paula Lyons not only from a consumer protection angle but also because despite the number of state and federal agencies that have jurisdiction over this type of fraud, not one law enforcement group had attempted to prosecute.

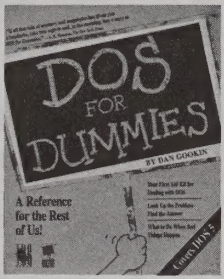
"Everybody had an excuse," said Lemmons. "The state agencies claimed that because most victims were from out of state, the cost of flying in victims to testify would be prohibitive. An off-the-record federal law enforcement official said that no federal prosecutor would prosecute a case of fraud involving less than a million dollars, the U.S. Postal Service refused to see a pattern or associate the companies with one another despite our evidence, and the Secret Service claimed the demands of protecting presidential candidates had them short of resources. I think Lyons thought "Good Morning America" might prod at least one of these groups to action," explained Lemmons.

The story is the culmination of a three-month investigation by Furger and Hogan who, in addition to their own investigating, employed a private investigator and several handwriting analysts along the way. It began when Furger, who edits *PC World*'s Consumer Watch column, began to receive an unusually high number of

- SEE PAGE 5

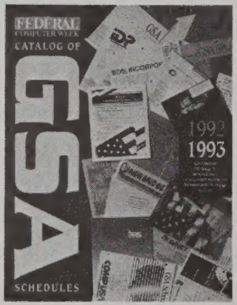
In brief

IDG Books continues to top best seller lists



IDG Books Worldwide continues to headline the computer books best seller lists. For the 11th consecutive week, *DOS for Dummies* and the second edition of *Windows 3.1 Secrets* have traded places at the two top spots based on U.S. sales figures at B.Dalton Bookseller, Barnes & Noble, Bookstop/Bookstar, Doubleday and Scribner. A staff member at IDG Books noted, with more than a touch of pride, that Ziff books are currently nowhere to be seen in the Top 20 list.

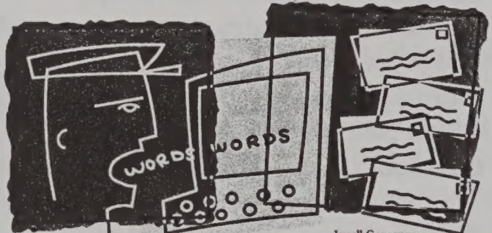
FCW attracts advertisers with new supplement



Planned, sold and produced in just five weeks, *Federal Computer Week*'s newest supplement "more than exceeded our expectations and pulled in a lot of people who aren't traditional advertisers," said Director of Sales **Jim Hussey**. The 24-page supplement ran in early June and featured more than 20 advertisers listed on the federal government's GSA Schedule—the list of companies that have negotiated preferred pricing for federal government clients. Each ad contained a toll-free number to a fulfillment house through which readers could request the company's catalog, which was shown in the ad, and more information. As a result, advertisers reaped a fresh list of qualified leads. "We designed the piece to allow organizations to get their catalog in front of buyers," Hussey said. "The ads were personalized so that readers could see the company behind the catalog."

Computerworld graphic wins design award

An illustration by *CW* Design Assistant **Janell Genovese** earned a merit award in the second annual Online Design Competition sponsored by the design magazine *HOW*. Genovese's illustration, which appeared in the November 18, 1991, issue of *Computerworld*, was drawn using Freehand tools on a Mac II. Two hundred winners were selected from more than 670 entries and showcased in the June issue of *HOW*.



Janell Genovese

Orientation guide helps newcomers, veterans

Network World's Human Resources Council, under the direction of IDG's Director of Human Resources **Susan Perry**, has produced an orientation handbook to acqaint employees with the responsibilities, deadlines and other important details of every *Network World* department. In addition, each department takes turns hosting a monthly lunch for the entire company to further explain their responsibilities and answer questions from colleagues. According to Administrative Assistant **Nancy Farquharson**, one of 13 council members, the book will be updated every six months and has already proven to be a "great reference tool" for new employees and seasoned staffers alike.

NW unleashes Reader Advocacy Force

NETWORK WORLD'S
R.A.F.
READER ADVOCACY FORCE

In an effort to fulfill its mission to serve as an advocate for readers, *Network World* recently announced the formation of a Reader Advocacy Force (R.A.F.). The R.A.F. is composed of a team of reporters and editors who will address key issues facing users of network products and services, spotlighting product problems, service and support concerns, interoperability issues and other topics of concern to the publication's readers.

The first R.A.F. article, "Is OSI dead?" appeared last month and was based on original research commissioned by *Network World* and interviews with prominent users, vendors and consultants as well as leaders of open systems groups, vendor consortia and technical forums. The story outlines what steps the industry must take to ensure a future in which products are truly interoperable.

Network World has established a toll-free R.A.F. hot line and an R.A.F. forum on its electronic bulletin board service to encourage readers to contribute ideas for topics they would like to see covered in future issues.

On line

ASK MARK

*From time to time, "On line" features guest columnists. **Mark Flanagan**, president and CEO of Lotus Publishing Corp. (LPC), takes a turn this week.*

Q What is Lotus Publishing's charter?

A Our charter is to develop and market quality information products and services for users of Lotus Development's technology worldwide and, through these products and services, sell advertisers access to the Lotus marketplace.

Q What are your responsibilities as president and CEO?

A Since IDG's acquisition of LPC in January '91, I've been focused on:

- Managing the company's transition from Lotus Development to IDG.
- Assembling an outstanding senior management team and, through their efforts, encouraging employees to take on more authority and responsibility for company decision-making and performance.
- Developing LPC's relationship with its customers (readers, advertisers, agencies and Lotus Development).
- Strengthening the relationship between *LOTUS* magazine and its readers.
- Expanding LPC's business strategy and activities beyond *LOTUS* magazine to include other products and services for the Lotus marketplace (e.g., LOTUS Newsletters, LOTUS Books, LOTUS Videos and Video Training Systems, LOTUS Courseware and the LotusWorld Exposition and Conference).
- Developing LPC's key strategic relationships with Prentice Hall Computer Publishing (LOTUS Books), Learn PC (LOTUS Videos, LOTUS Video Training Systems and LOTUS Courseware), Danieli & O'Keefe (LotusWorld Exposition and Conference) and Lotus Development.
- Improving LPC's overall financial performance; in particular, pushing hard on expense efficiency throughout the company.
- Developing a number of important community-oriented programs such as LPC's involvement with inRoads of Central New England and with the Businesses for Social Responsibility; and launching our own "Initiative in Education."

Q What is the relationship between Lotus Development and LPC?

A Our relationship with Lotus Development has never been better, although it definitely requires an inordinate amount of time and energy to ensure we're getting the information and support that we need from them to be successful. LPC has always provided Lotus' customers with tremendous added value. In fact, year after year, Lotus' customers have cited *LOTUS* magazine as the most significant added value they get from Lotus Development beyond the technology itself. And we've dramatically increased this value over the past two years through our new products and services.

Q In the books and exposition/conference arenas, you do not currently work with IDG Books or World Expo Corp. Why has LPC chosen to pursue other partners?

A These are two very different situations. We signed our agreement with Prentice Hall Computer Publishing—which is now the world leader in computer book publishing—prior to our acquisition by IDG, when IDG Books was in start-up mode. However, John Kilcullen and I are discussing ways for our two companies to work together in the future.

In the case of World Expo, we began meeting with them in early 1991 to discuss our plans to launch LotusWorld. We eventually agreed that LPC should move ahead on its own. Nevertheless, we'd like to work with them to expand our conference and exposition effort internationally.

Q Can you discuss LPC's strategy of shifting sources of revenue away from a total reliance on advertising and into ancillary products such as newsletters?

A The reality of our business is that we're competing in the mainstream PC publishing marketplace for advertising dollars against publications with much larger circulations and far greater marketing and sales resources. For LPC, new products and services are a way to increase our value to our customers while, at the same time, creating sustainable revenue sources that are far less volatile than advertising sales. The term "ancillary" doesn't do these new products and services justice. By the end of FY93, we expect non-advertising revenue to be at least 70% of LPC's total.

Q What can you say about the long-rumored advertising sales relationship that is being explored with *PC World*?

A Pat Kenealy [*PC World* president] arrived in my office the day we were acquired by IDG. So, we've been exploring ways to work together, on and off, since January '91. Over the past eight months we looked closely at ways to work together from a marketing and sales point of view. However, these discussions came to a halt a couple of weeks ago. At this stage, it is highly unlikely the two business units will be working together in any formal way.

Q What new projects are on the horizon?

A We currently plan to expand all of our existing product lines in FY93. In addition, there will be at least two LotusWorld conferences and expositions next calendar year: in Boston (May) and in San Francisco (October or November). We're also looking closely at opportunities with on-line services, catalog marketing, seminar marketing and mutimedia training. And, there are quite a number of custom publishing projects that Lotus Development would like us to work on.

PCW teams meet worldwide

PC World editors from around the world gathered earlier this spring for product line meetings in Sydney, Australia, and Cannes, France. The two-day meetings followed similar agendas, which included a full schedule of formal meetings along with some time for editors to meet informally with one another and take in a few of the local sights.

"Meetings of this type provide an excellent forum for attendees to share information and learn from each other," noted *PC World* Director of Marketing **Bruce Frymire.** "One of the beauties of this type of meeting is that some of things we take for granted—some of the ways we do business, organize and run the publication—are new ideas for other publications and vice versa. It's a valuable learning experience."

Sylvia Stier, *PC Welt*

Zbysek Bahensky (L) and Michal Pospisil, Czechoslovakia

Among the topics covered during the meetings were:

- The IDG Purchasing Pattern Study from a *PC World* Viewpoint, which highlighted the recent $400,000 IDG study of IT purchasing patterns as it relates to PC hardware and software purchasing in the U.S.
- *PC World* 1992 Subscriber, Lead Conversion and Hardware Studies, which reviewed the demographics and buying intentions of *PC World* readers in the U.S.
- Editorial All Stars reviewed what covers, stories, angles and topics were best read in *PC World* during the past year.
- Promotion All Stars let attendees share their best marketing promotions and Sales Successes and Challenges gave them a chance to discuss their biggest success stories and get advice on how to sell their toughest prospects.

PC World Editorial Business Manager **Scott Danish** led a session entitled PC World International Cooperation, which described how *PC World* U.S.'s new electronic prepress production system will be used to distribute text and graphics to countries around the world. He also discussed art licensing and an employee exchange program.

"This is the fourth meeting I've hosted," noted *PC World* President **Pat Kenealy,** "and it is just so clear that IDG publishers and managers get better every year and the discussions more advanced. Even more important, the level of respect and friendship improves each year with the result that the meetings get more productive and more fun every year."

All photos PCW

Attendees at the Asian Product Line meeting included (front, left): Pat Kenealy and Kelly Milan (U.S.), Jennifer Wang (Taiwan) and Zhao Chunywan (China). (Back, left): Robert Thirlwell (Australia), S.W. Chan (Hong Kong), Chris Barton and Martin Taylor (New Zealand), Bruce Frymire and Scott Danish (U.S.) and Tang Baoxing (China).

European *PCWs* host gala celebration

IDG France

IDG Chairman Pat McGovern (L), IDG France General Manager Francois Chaussonniere and Group Publisher Jacques Tillier were among those on hand to greet the 350 executives invited to the celebration.

IDG's European *PC World* publications joined forces to host a gala celebration for some 350 software executives attending the Software Publishers Association's European conference just prior to their own *PC World* European Managers Meeting last month. According to Gerard Gabella, managing director of SPA Europe, the IDG party, held at the Eden Roc resort on the Cap d'Antibes, was a resounding success, combining a high degree of lavish fun with maximum positive impact for IDG.

The evening got under way with a welcoming address from IDG Chairman Pat McGovern. Publishers, sales managers and editors representing most of the European *PC World* publications were also on hand to greet the guests. Jacques Tillier, group publisher of IDG Communications France and organizer of the event, noted that the evening could not have been such a success without the generous cooperation of many IDG business units including *PC World* U.S., International Marketing Services, *InfoPC, PC World Espana, PC World Norge, Svenska PC World, PC World Danmark, PC World Schweiz,* and *PC Welt.*

Plans for an encore party coinciding with the 1993 edition of the SPA European conference are already under way.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK

July 13, 1992

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available job opportunities in each division. For new positions that are posted each week, a brief summary will be included describing the responsibilities and qualifications needed.*

LIBRARY ASSISTANT (IDC)

This is a casual part-time position (25 hours per week). Candidate will be responsible for faxing and xeroxing of library materials, as well as performing reference work. Position will also work on special projects as assigned. Requires good communication skills and the ability to handle multiple projects.

ACCOUNT MANAGER (PCW)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northern California territory which includes San Francisco. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry, thorough knowledge of PC's products and marketplace. Knowledge of Northern California territory is desired. Excellent written and verbal communications skills and organizational skills.

ASSISTANT TECHNICAL EDITOR (PCW)

To assist *PCWorld's* technical editor in reviewing all editorial material for technical accuracy and clarity. Other responsibilities include writing and editing manuscripts as assigned, assisting in planning technical level and direction of articles and acting as representative of the magazine. Requires strong working knowledge of PC hardware and software, good writing and editing skills, and the ability to learn and keep abreast of rapidly changing technology. Previous publishing experience a plus.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

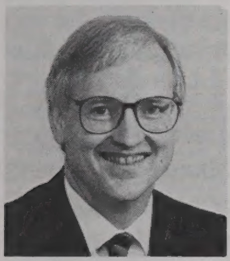
Revised: July 13, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Accounts Payable Data Entry	Framingham, MA	B. Corry	(508)935-4416
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
WEC	Program Specialist (3 positions)	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
WEC	Director of Sales	111 Speen St., Framingham, MA	S. Perry	(508)935-4407
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Library Assistant	Framingham, MA	M. Walsh	(508)935-4253
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
DNP	Asst. Managing Editor	*Digital News,* Boston, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CIO	Production Coordinator	Framingham, MA	B. Corry	(508)935-4416
CBP	District Manager	*CBP,* Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
FCW	Promotion Manager	*FCW,* Falls Church, VA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Regional Sales Manager	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Administrator	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	On-Line Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer(s)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Account Manager	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld,* San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Public Relations Manager	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Advertising & Promotions Mgr.	*PCWorld,* San Francisco, CA	B. Frymire	(415)978-3395
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Human Resources Administrator	Integrated Media, San Francisco, CA	C. Wooldridge	(415)267-1722
IMI	Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Test Center Manger	*SunWorld,* San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Designer (2 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Acc't Mgr. - Mid-West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Direct Sales Account Mgr. - West	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Receptionist/Clerk	TIS Corp., Framingham, MA	P. Doggart	(508)935-4379
CWPI	Copy Editor	*CWPI,* Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Framingham, MA	C. Novack	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Rochelle Park, NJ	V. Galbo	(201)587-0090
CWPI	Graphics Specialist	*CWPI,* Framingham, MA	N. Kowal	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000

TV

- FROM PAGE 1

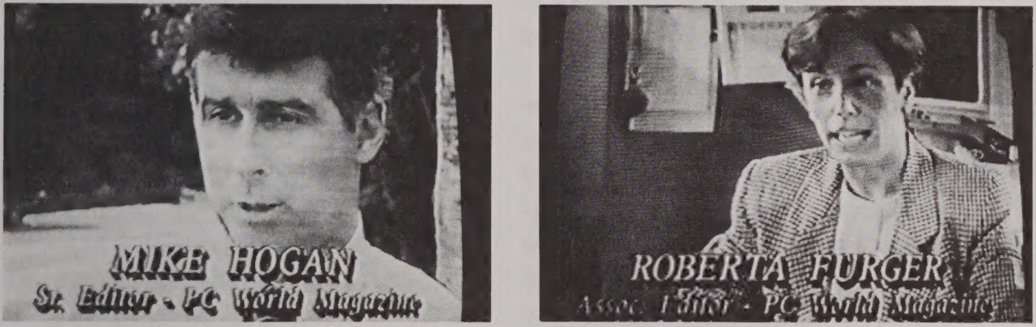
complaints against several mail-order companies all based in the greater Los Angeles area each of which had recently begun advertising in *PC World*. Readers were complaining that their checks had been cashed and credit cards debited but no products had arrived. Hogan joined the investigation and the two uncovered a group of four mail order companies with unusual links to one another and distinctly similar methods of operation that appear to have been set up for the sole purpose of defrauding the consumers, banks and publishers with whom they were doing business. The two uncovered a web of schemes ranging from questionable business practices to outright fraud in which the various companies obtained credit from banks, suppliers and publishers by using each other as credit references, often employing phony personal identification.



Lemmons PCW

The decision to report the story was a difficult one, according to Lemmons. "*PC World* had just recently begun providing coverage of the direct-mail industry, which had worked long and hard to establish a good reputation for itself and here we were about to publish an article that might seem to portray the industry in a bad light."

To ignore the story, however, noted Lemmons, would render the whole idea of a Consumer Watch column ineffective. And both Lemmons and *PC World* Director of Marketing **Bruce Frymire** noted that legitimate direct-mail vendors were 100% behind the story. "They felt that by helping to clean up the industry we were actually doing them a service," noted Frymire.


MIKE HOGAN
Sr. Editor - PC World Magazine
ROBERTA FURGER
Assoc. Editor - PC World Magazine

Hogan and Furger as they appeared on "Good Morning America."

IW

- FROM PAGE 1

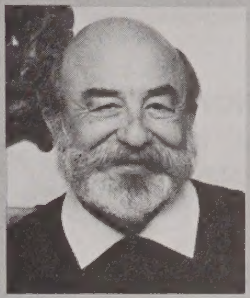
- **Demo 93**. During this third annual conference, which is positioned as "nothing like a trade show,"400 top-level managers sit down with experienced technologists for hands-on demonstrations of the latest PC products. Given the absence of traditional trade show booths, a learning environment, rather than a selling one, prevails. The event will be held Jan. 31-Feb. 3, 1993, in Palm Springs, Calif.
- ***P.C. Letter***. Published 22 times a year, this inside eye on industry trends averages 12 pages and attracts a high-level readership that reflects the Agenda conference's invitee list. The group is exploring various means of electronic distribution, including delivery to e-mail addresses.

Beiers said she doesn't expect any changes to the three core products. "The biggest change for us will be to create additional information products for *IW* readers including conferences, newsletters and electronic publishing," she said.

In addition, the Editorial Products Group plans to expand its on-line services and make them more electronic publishing-oriented. "We don't want to confine [their] content to repackaging *InfoWorld*," Beiers said. "For example, we're looking to see how on-line services can be more value-added. We want to be more technology-driven and take advantage of new ways to distribute information."

Other members of the department are **Tammie Helm**, **Tracy McGee** and **Daniel Newell** in the conference/newsletter division and **Jo Rainie Rogers**, **Diana Garza** and **Tricia Englert** in on-line services.

In memory



Charles P. Lecht, noted futurist, businessman and longtime IDG correspondent, succumbed to a hard-fought battle with pancreatic cancer on July 3 in Tokyo.

One of IDG's longest standing correspondents, Charley wrote extensively on every facet of the IT industry — from conducting business abroad to technology breakthroughs. Most noted for his insight regarding industry trends, Charley brought a human viewpoint to an electronic industry.

Among Charley's most recent accomplishments was the publication of *The Information Tsunami: A Futurist Looks Back*, a collection of his IDG columns written throughout the 1980s. He is the author of five additional titles: *The Programmer's Fortran II and IV*, *The Programmer's Algol*, *The Programer's PL/1* and *The Waves of Change*, all published by McGraw Hill and *The Management of Computer Projects*, published by the American Management Association.

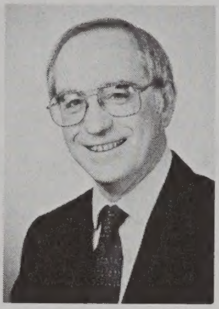
Charley also taught at MIT, Purdue, Cooper Union, the University of Massachusetts and IBM. He keynoted at least 100 professional society, user group and governmental conferences and testified for American congressional committees on science and technology.

In 1985, Charley moved to Tokyo, where he formed Lecht Sciences Inc., a multimedia software and animation development company.

The global IDG family will miss Charley's columns, wit, insight and friendship.

Noteworthy!

PROMOTIONS


Sines
TIS Corp.

TIS Corp. has announced the promotion of **Bill Sines** to vice president. Sines, who joined TIS in 1990 as a research director in the field of midrange systems and servers, will now expand his scope to include supervision of other analysts in similar and new fields of research.

"Since joining the company in 1990, Bill has added tremendous depth to our research capacity. He has shared his vast vendor and MIS experience in a way that has gained the recognition and respect of the entire TIS organization," noted **Kavin Moody**, TIS senior vice president.

TRANSFERS

T. Neil Ferree has recently joined the staff of *PC World* as account manager for the Los Angeles and Arizona territories. Ferree originally joined IDG in July 1991 as an account manager at Lotus Publishing. He attended Kent State University where he earned a BA in marketing. Among his latest achievements is an Excellent Speaking Award from the Dale Carnegie public speaking course.

NEW EMPLOYEES

Sally Chew has joined *Nextworld* as managing editor. She is responsible for supervising the production of the magazine as well as editing a variety of copy. Previously managing editor at *New York Woman* in New York City, Chew holds a BA in sociology from the University of California at Santa Cruz.

■ ■ ■

Electronic News has announced the appointment of **Rob Lineback** as its new European editor. Lineback will be based in Munich and be responsible for tracking the European electronics industry. Lineback is the former editor-in-chief at *Electronic World News*, also in Munich. A transplanted Texan, Lineback holds a BA in journalism from North Texas State University and lists among his goals his intention to grow the first jalapeno peppers in Bavaria.

■ ■ ■

IDC welcomes **Cassandra Blinn** as its newest mailroom clerk. Blinn, who previously worked as a mailroom consultant to IDC, earned an associate's degree in early childhood education at Lasell College.

■ ■ ■

Teri Bennett has joined the staff of *PC World* as a sales assistant. handling administrative functions for the Dallas sales office. Prior to joining IDG full-time, Bennett had been employed by a Dallas area temporary agency and had worked for IDG part time. Outside the office, she makes time for biking.

Another new face at *PC World* is **Richard Melville** who has been hired as an editorial intern in San Francisco. Melville is currently working in the features department researching, reporting and editing a variety of copy and will rotate to other editorial departments in the next few months. Melville earned his BA in philosophy and economics from Columbia University and is in the process of completing a masters in journalism at the University of California at Berkeley. Outside the office, he makes time for white water rafting and playing the guitar.

■ ■ ■

World Expo Corp. welcomes **Eileen Hannan** as assistant to the group show manager. Prior to joining IDG, Hannan was an account specialist at Corporate Software handling top Fortune 500 accounts. She earned a BA in public relations from North Adams State College.

■ ■ ■

Craig LaGrow is the new editor-in-chief at *MPC World*, which will appear as a bimonthly supplement to *PC World*. LaGrow is former editor and co-founder of *Computer Language* and *AI Expert Magazine*. He holds a BA in journalism from the University of California at Berkeley and a masters in journalism from Stanford University. Outside the office, he makes time for piloting small airplanes and running.

■ ■ ■

Sabine Cooper is the new receptionist at IDG's Atlanta regional sales office, where she handles the switchboard and general reception duties. Prior to joining IDG, Cooper was a receptionist and secretary at Metropolitan Life in Atlanta. She holds a BS in education from Brooklyn College and enjoys reading and gardening in her spare time.

■ ■ ■

GamePro welcomes **Christine Yamaga Yam** as its new director of human resources. Yam comes to IDG from Tribol, a division of ICI Americas, where she was manager of human resources. She holds a BA in dance from California State University at Fullerton and enjoys tennis and cooking.

Also new at *GamePro* is Production Assistant **Donna Welsh**. Prior to joining *GamePro*, Welsh was a free-lance production specialist. She earned her associate's degree in interior design from Canada College in Redwood City, Calif., and enjoys tennis, golf, piano, reading and gardening.

ETCETERA

Boiardi
World Update

After eight years of attending evening classes, *Computerworld* Fulfillment Manager **Joanne Boiardi** recently completed a BA in economics at Framingham State College. Boiardi said she will take it easy for a semester and then plans to hit the books again in January when she begins classes in pursuit of a masters degree in business administration.

Hats off, Joanne!

Anniversaries

Congratulations to the following employees who celebrated their anniversaries with IDG this week. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS
William Leitch - WEC

TWELVE YEARS
Janet Erne - TIS Corp.

NINE YEARS
Peter Bartolik - *LOTUS*

EIGHT YEARS
Barbara Ringer - IDG Germany

SEVEN YEARS
Stephen Ireland - IDG Australia

SIX YEARS
Ralph Finos - IDC
Claudia Burger - IDG Germany
Karin Quack - IDG Germany

FIVE YEARS
Giulio Ferrari - IDG Italy
Jesper Sundwall - IDG Sweden
Madeleine Buckingham - PCW Central Svs.

FOUR YEARS
Martha Katt - *Macworld*
Doug McLeod - IDC
Gordon Plutsky - *Digital NEWS*
Judy Callahan - IDG
Abbie Lundburg - *CIO*

THREE YEARS
Fredrik Berchtold - IDG Sweden
Barbara Robinson - IDG Australia
Mary Levy-Mascis - IDG
Tracy Payne - IDG New Zealand
Jaana Nieuwboer - Integrated Media

TWO YEARS
Fredric Paul - *LOTUS*
Lennart Stenberg - IDG Sweden
Carin Staahl - IDG Sweden
Jennifer Scholze - IDC
Cyndi Wisniewski - TIS Corp.
Martha von der Soeren - IDG Germany
Cameron Crotty - A+ Publishing
Mina Ahn - *CIO*
Maria Chico - *PC World*
Richard Willoughby - *PC World*
Mark Cappel - *SunWorld*

ONE YEAR
Kenneth Baeckstrom - IDG Sweden
Linda Burton - *CIO*
Stephen Irving *CIO*
Stephanie Legelis - *CIO*
Paola Bloise - IDG Italy
Nancy Meachim - IDC
Judith Rosall - IDC
Catherine Kenny - *LOTUS*
Jan Cameron - IDC/CI
Candi Strecker - *Publish*
Susan Silvius - *PC World*
Katherine McCarthy - *PC World*
Michael Harwayne - *PC World*

New addresses and fax numbers

New addresses for IDG Shenzhen and ICE are:

Mr. Jian-long Ning
General Manager
IDG Shenzhen
#1 Tung-xin Road
Shenzhen 518000
People's Republic of China
Tel: +86-755-240056

Boris Antoniuk
General Manager
Information Computer Enterprise
POK #409
The All Russian Exhibition Center
129223 Moscow
Russia

New fax numbers at IDG Sweden:
General fax: +46-8-665-3132
***Computer Sweden* fax: +46-8-662-7302**
Bengt Marnfeldt fax: +46-8-667-8780

Calendar

- **JULY 20-23**
  ComNet/San Francisco
  Moscone Center
  San Francisco, Calif.

- **JULY 20-23**
  Object World
  Moscone Center
  San Francisco, Calif.

- **AUGUST 4-7**
  MACWORLD Expo/Boston
  Bayside Expo & World Trade Center
  Boston, MA

- **AUGUST 18-20**
  Windows World
  Darling Harbour Exhibition Center
  Sydney, Australia

- **AUGUST 26-28**
  SunWorld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **SEPTEMBER 1-2**
  Open Systems Forum '92
  IDC Germany
  Bad Homburg, Germany

- **SEPTEMBER 2-5**
  MACWORLD Expo/Berlin
  AMK & ICC
  Berlin, Germany

- **SEPTEMBER 8**
  PC Conference
  IDC Germany
  Munich, Germany

- **SEPTEMBER 15-17**
  Metro Toronto Convention Center
  Toronto, Canada

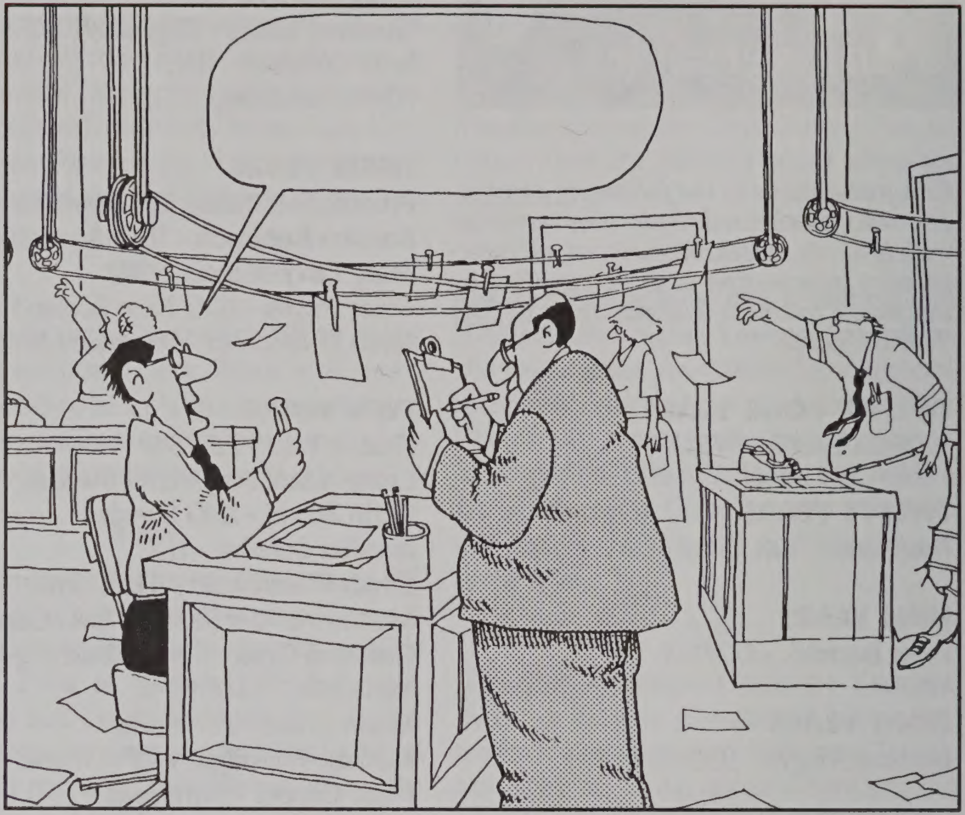
- **SEPTEMBER 22**
  PC Conference
  IDC Switzerland
  Zurich, Switzerland

Off line

Win Your Own

World Update

Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday August 4. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith.

Have fun!

IDG *World Update*

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David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Unique *NW* ad service draws raves from readers, advertisers
- PAGE 2

IDC wins distinquished service award from IBM
- PAGE 4

***Computer Training Monthly* piggybacks on Austalian law**
- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 29
JULY 20, 1992

Test Co-op lets publications share resources

IDG publications now have a vehicle for sharing information on testing computer hardware and software. The IDG Test Cooperative has been established to help exploit the combined strength of IDG's worldwide product testing efforts by providing a forum for publications to exchange ideas, editorial calendars and updates of new testing concepts and methodologies, according to **Lauren Black**, newly appointed director of the Test Cooperative.

Black *InfoWorld*

The service has been established as a two-way bulletin board on GE's BusinessTalk. All IDG employees with an e-mail box on the system have read/write access to the new service.

"IDG's decentralized structure accounts for much of the company's vitality," noted *InfoWorld* Publisher **Bob Metcalfe**. "But it also means we have a tougher job than top-down organizations in knowing about, let alone leveraging, one another's efforts. The aim of the Test Co-op is to get IDG's

- SEE PAGE 2

World Expo lands major DEC outsourcing contract

World Expo Corp.'s product line continues to expand, this time through an outsourcing contract award. WEC has taken on the management and administration of some 350 programs annually for Digital Equipment Corp., under the direction of DEC's Events Management Group.

WEC's contract, valued in the range of several million dollars, covers the management of registration services, audience acquisition, meeting planning and logistics and runs through 1995.

Digital's Executive Programs (DEP) group manages the Corporate Leader's Forum, the Executive Seminar series, Networking Fellowship, Customer Advisory Board, Digital Seniors Golf Classic and the Open Systems Open House series. Since awarding the contract Digital has added several additional programs to the WEC contract.

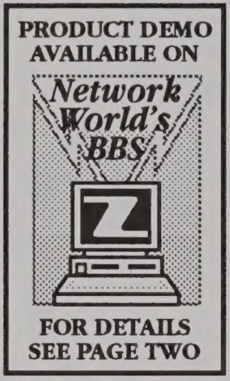
The Corporate Leader's Forum is an executive training retreat, frequently held in a resort location. Digital ties educational sessions with business and industry figures on the agenda with product showcases, and matches Digital account managers and sales people with their customers and prospects throughout the week. According to **Bill Sell**, WEC Vice President, Planning and Operations, and the person who oversees the project, "The Digital angle at these events is a low-key sales approach, which has proven very effective. The Corporate Leader's Forum program has shortened the sales cycle for Digital significantly in those accounts." In September World Expo will assist in managing the first Corporate Leader's Forum outside the U.S., in Geneva. Plans include additional programs throughout Europe in 1993.

DIGITAL
EXECUTIVE
PROGRAMS

The Open Systems Open House series includes several dozen day-long product showcases and seminars around the U.S. and internationally. World Expo is currently involved only in the U.S.programs, and processes attendee lead forms, matching prospects with Digital account managers. Typically an account manager is notified of a prospect's attendance at an Open House within 72 hours of the event, along with the attendee's purchase and buying plans, equipment needs and installed systems. Since October, 1991 this program has been tied to over $100 million in direct systems and software sales at Digital. During the coming months World

- SEE PAGE 2

Network World launches interactive ad service



***NW* will supply advertisers with an optional icon.**

Network World recently announced the NetACCESS interactive advertising system on its electronic bulletin board service that allows readers to test demonstration copies of new products before they buy them.

The first products available on the service are demonstration copies of the latest versions of Lotus Development Corp.'s cc:Mail MS DOS Platform Pack and cc:Mail Windows Platform Pack, and Communications Devices Inc.'s Network Windows package for Network Management.

Any vendor advertising in *Network World* can place a demonstration diskette on the bulletin board at no charge for up to one month. *NW* will provide a special icon to accompany the print ads of participating NetACCESS advertisers that will identify the products as being available for demonstration through the service.

"NetACCESS gives users a way to test drive products before they buy, and vendors who advertise in *Network World* get an entirely new, interactive way to market their products," said *Network World* President **Colin Ungaro.** "This new service reinforces our dedication to being the most useful publication to our readers and an invaluable, innovative marketing partner to our advertisers."

"We took a valuable reader service — the BBS — and increased its value by adding the demos," said **Jeff Pennett,** *NW* director of IS. "To date, readers have downloaded more than four dozen copies of the disks, and we expect to see that figure increase significantly as we add more disks and get the word out to the readers."

The response from both readers and advertisers has been extremely positive. As the only networking publication to offer advertisers this type of service it gives us a substantial competitive advantage," said **Tom Wilson,** *NW* vice president of sales. "Some advertisers that do not currently offer demo disks have indicated that they are considering developing disks just to take advantage of the program," he added.

Co-op

- FROM PAGE 1

many product testing people in touch so they can share and leverage."

Within the next few weeks, messages from around the world will begin to appear on the bulletin board, said Black, who noted that as system operator she will not generally be providing specific answers to testing questions but providing the forum for the real experts—IDG employees involved in testing issues on a day-to-day basis—to exchange information.

"We wanted to create a central repository for sharing testing information," explained Black. "Ideally this new venture will facilitate an information exchange and foster joint testing efforts among various publications."

"IDG's product testing is the best in the business, and we aim now to make it even better through cooperation," added Metcalfe.

The IDG Test Cooperative is an evolving service, Black pointed out. "We have the basic structure in place. Where we go from here will depend largely on the needs and interests of our users," Black explained. Within the next two weeks, users logging into the Test Cooperative BBS will find a questionnaire designed to help Black assess the information needs of users. Anyone interested in using the service is encouraged to complete the survey and return it to Black.

IDG TEST CO-OP

Black will soon post information regarding the industry standard hardware benchmark created by the Business Applications Performance Corp. (BAPCo.) consortium, including ordering instructions and details about benefits of using the BAPCo. test package.

IDG employees interested in accessing this new service who currently do not have email boxes on the BusinessTalk system should contact System Administrator Maureen Page at (617) 423-9030.

WEC

- FROM PAGE 1

Expo will begin working on Open Systems Open House events around the world.

In cooperation with program managers at Digital, World Expo employees assigned to this project each work on several dozen events. Program coordinators are individually responsible for registration, housing and hotels, transportation, food service and collateral materials. WEC produces badges, invitation letters and attendee rosters and ships the completed package to the event site. In some cases WEC coordinators also manage the onsite operations.

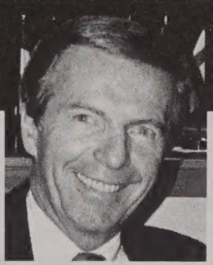
DEP currently has about eight full- and part-time employees. As part of the outsourcing arrangement several Digital employees came on the World Expo payroll, with part-time employees supplementing the staffing. The DEP supervisor at WEC is **Allison Washburn,** who previously held a similar role at DEC.

"WEC and DEC have established a highly successful working relationship by complementing and integrating our resources to achieve the business needs of both organizations," Washburn said. "Implementing a true team approach toward the promotion of DEP has supported this positive relationship."

The event with the highest visibility under the DEP contract is the upcoming Digital Senior's Classic, a stop on the PGA Seniors Golf Tour, that takes place August 3-9 in Concord, Mass.

On line

ASK BILL



IDG Executive VP/Finance Bill Murphy answers your questions this week.

Q I've heard the valuation of IDG is low compared with what it would be if we were publicly held. Who establishes the company's worth, what is the process, and how does this differ from how a public company is evaluated?

A Privately held companies being valued for either ESOP or estate tax valuation will most often use the appraised method because it is the method of choice of the U.S. Internal Revenue Service. The appraised method typically uses a weighted formula of historical earnings, current earnings, and a multiple of revenues. The valuation of IDG is performed annually on the appraisal method by Marshall & Stevens, a worldwide appraisal firm.

The public value is the valuation set by the public marketplace. The value placed on a new-to-market public company is a reflection of growth prospects, market share, earnings, need for funds, value of comparable companies, market conditions and other factors.

The highest valuation is most often merger value, and this is the value a single buyer would place on a business, usually because of strategic fit. We have all seen a number of takeovers where price seems to be no object because the acquiring company has determined that the acquisition target provides complementary products or characteristics needed to fulfill a long-term strategy.

Q When you joined IDG, *Computerworld* was just three years old and not in the best financial shape. What kinds of things did you institute to help turn the company around?

A I joined the company at what was probably the worst possible time — January of 1970. The computer industry was growing at a phenomenal rate, the company was hiring people everywhere, we were opening sales and editorial offices all over the U.S., and we were starting to expand outside of the U.S. Unfortunately, the U.S. was heading into a prolonged recession and it was not easy convincing people in the company that the computer industry would not be touched by it. Six months after I arrived, we went into a survival mode which required dramatic cutbacks across the board. The slump lasted through the second quarter of 1971. Bear in mind the total revenues in 1970 amounted to $2.6 million, so there wasn't a lot of room for error.

The most difficult thing at the time was convincing people of the gravity of the situation. Needless to say, I was not number one on the list of people you would want to invite to dinner at that time.

I think we all learned lessons from that period; namely, that no industry is immune to economic conditions and that you must be constantly fine tuning to adjust to changes taking place in your market.

Q How much economic information on subjects like inflation and GNP growth do you gather on a country-by-country basis so you can realistically evaluate budgets? For example, how can you judge budgets for some of the South American countries that do business in hyperinflation?

A We gather economic data on all of the countries where we have operations; this includes GDP growth, projected inflation, interest rates, and often times specific industry information. The South American countries do pose a challenge in that most of them have hyperinflation. With hyperinflation they must manage the bottom line and this means closely watching expenses while passing along rate increases in excess of the inflation rates. This is not easy when there are goverment officials looking to get reelected; to do so they freeze prices but not wages.

Q Are the currency situations in Eastern Europe and the former Soviet Union getting any more stable? Have they reached the point where you can work with any confidence in the local currencies?

A In the eastern European countries it will be a long time before they have stable, convertible currencies. They currently have high rates of inflation, are net importers, and have a lack of free reserves, all of which contribute to destabilizing their currencies.

The former Soviet Union has problems similar to Eastern Europe. They had planned on making the ruble convertible this July, however, rampant inflation resulting from the move to a free market economy has put this on hold. As price increases moderate and with increased support from the International Monetary Fund, there no doubt will be a stable, convertible ruble in the near future.

Q Who in the financial industry do you most admire?

A I, like many others, have a great deal of admiration for Warren Buffett. He is a "down country" type from Omaha, Nebraska, who started with nothing and became a multibillionaire by investing in undervalued situations. Although he is CEO of Berkshire-Hathaway, his holding company, he recently took over as CEO of Salomon Brothers of which he owns 22%. Salomon was accused of rigging a U.S. Treasury auction last April and in order to clean up its image asked Buffett to serve as CEO. In addition to his financial activities, Buffett has endowed numerous foundations for the benefit of the arts and education and has served as advisor to many presidents.

IDG marks second year with INROADS internship program

Analyzing subscriber lists and implementing an IS disaster recovery plan are just two of the projects being conducted by college students working at IDG this summer through the INROADS program.

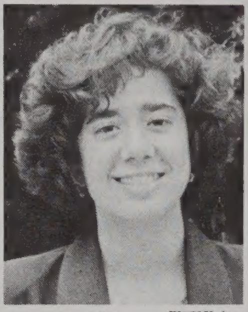
IDG has three students in the minority internship program, one more than last year, working at IDG business units on both coasts. Based in St. Louis with 37 local affiliates and more than 1,000 participating companies, INROADS strives to increase business career opportunities for talented minority youth in the U.S. while giving corporations the chance to develop future managerial talent.

"INROADS is a talent bank, and now, in our second year with the program, we're confident about our return on investment," said IDG's Vice President/Corporate Human Resources **Martha Stephens**. "IDG has gained a good relationship and a source of potential employees that meets our objectives for diversity and quality."

Students work full-time for their sponsoring companies and also attend career development workshops and social events on weekends with interns from other area companies. Each company designates a business advisor to create and monitor the intern's career development plan and offers guidance on adjusting to both work and college life.

Participating students return to jobs at their host companies each summer during their college years, often rotating among departments to gain a better perspective on different job responsibilities. INROADS reports that more than two-thirds of each year's graduates are offered and accept permanent positions with their companies, and nine in 10 sponsors recommend participation to other businesses.

Elisa Jaramillo, a junior at the College of William and Mary, is back for her second year at IDC, working with Director **Joan-Carol Brigham** in the desktop computing group and enjoying getting involved with more client contact.



Jaramillo

World Update

St. Louis

World Update

Newcomers this year are **Diana St. Louis** in IDG's IS department and *Macworld*'s **Jamilla Johnson**, IDG's first INROADS intern on the West Coast. St. Louis, a Boston native, is entering her second year at Williams College and majoring in economics and political science. In cooperation with IS Director **Nancy Newkirk**, she is evaluating software and constructing flow charts to plan how the Framingham IS department could recover files and function in an emergency at the Five Speen Street building. Outside the office, she enjoys playing sports, going to the movies and reading.

"I've learned so much about computers since I've been here, not only technical aspects but also issues related to users," St. Louis said.

Johnson

Macworld

Jamila Johnson, a graduate of Oakland (Calif.) Technical High School, will be a first year student at the University of California/Berkeley in the fall and is considering a concentration in English. She's working with Vice President/Business Development **Lindsay Davidson** as a circulation department assistant, where she has been analyzing the responses to several direct mail projects and general administrative duties. Johnson's interests include writing, sewing and drawing.

IDC earns performance award from IBM

IBM's US/South Purchasing Division has recognized International Data Corp. with a regional performance award for being a quality supplier. It is the second time in two months IDC has received an outstanding service award from one of its major accounts; the other award was from NCR.

IDC Vice President of Sales and Administration **Larry Bishop** traveled to Technology Park in Raleigh, N.C., to receive the award at IBM's annual supplier quality day.

> *"This award reflects the fine job Brad [Thorpe] has done in workingwith IBM."*
> — Larry Bishop

Just 10 of the region's 2,000 suppliers were recognized during the ceremony at the local office.

According to **Brad Thorpe**, IDC's vice president of major account sales, the award is based on a survey of not only IBM purchasing managers but also IBM employees who depend on IDC's information.

"We've been doings these things [striving to be a quality supplier] to win their business in competitive times," Thorpe said. "It's nice that they've recognized our efforts."

"This award also reflects the fine job Brad has done in working with IBM as an account manager and his ability to coordinate our product people with the IBM folks," Bishop said.

The IBM division has responsibility for all vendor relationships in a wide geographic area that includes North and South Carolina, Florida and Texas. IBM as a whole is IDC's largest client in terms of both continuous information services and total sales.

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK • **July 20, 1992**

ACCOUNTANT/FINANCIAL ANALYST (IDC)
Full-time position reporting to the Director of Finance. Responsibilities include: assist with the monthly accounting closing and annual budgeting, monitor and prepare financial analyses of several product categories and provide backup support to other members of the Finance department. Requires BA/BS in accounting or finance, 2-3 years experience and excellent PC skills (Excel preferred).

DESKTOP PUBLISHING OPERATOR S - 2 (IDC)
Primary responsibilities are formatting newsletters and reports and generating tables and graphics on the Macintosh system, using MS Word, Quark Xpress, Excel, CricketGraph and DeltaGraph. Will also serve as back-up for slide generation function, using Aldus Persuasion, and assisting with normal system maintenance (file conversions, backups). Thorough knowledge of and solid experience using Macintosh computers are required. The ability to work independently and conscientiously in a busy environment and attention to detail also required. Ideal candidate will have 1-3 years experience in desktop publishing, as well as some graphic design experience.

PROOFREADER (IDC)
Primary responsibilities are proofreading formatted versions of newsletters and reports vs. original submissions; checking final changes vs. earlier versions; and ensuring that all publications meet house standards for format and editorial quality. Experience working with charts, graphs and tabular data is essential, as are exhaustive attention to detail and the ability to keep many jobs moving at once. Knowledge of publication layout and typography helpful. Ideal candidate will have 1-3 years of experience proofreading in a high-volume environment. Bachelor's degree preferred.

RECEPTIONIST (DNP)
Front desk reception. Duties include: greeting guests, answering busy switchboard, typing correspondence, updating computer files and general office duties. Prior office experience preferred.

BUREAU CHIEF (IFW)
Position will combine the responsibilities of reporter and editor to cover our Southern California Bureau. The successful candidate will be responsible for timely coverage of the PC software news, including breaking stories, technical and market analysis. Position requires four years experience covering the PC industry, sourcing experience, familiar with PC software trends a must, excellent writing, editing and organizational skills.

BUSINESS EDITOR (IFW)
Need an experienced reporter with a strong overview of the personal computer industry who is interested in covering business news about products and companies. Candidates should have a minimum of four years of hard news experience covering the personal computer industry and some prior general press experience.

MARKETING SPECIALIST (IFW)
Position will develop and implement marketing plans for Editorial Products Department including reprints, conference, publications, and electronic publishing. Candidate will execute promotional campaigns, developed in conjunction with others within EP. Requires a minimum of 5 years marketing experience, Bachelor's degree preferred. Excellent communication and computer skills and the ability to manage multi-projects, staff and deadlines are also required.

ASSISTANT TO THE DIRECTOR OF AD SALES & SENIOR ACCOUNT MANAGER (PUB)
To perform administrative and clerical tasks for the Director of Ad Sales and Senior Account Manager. Must be Mac literate in word and excel. Heavy word processing and spreadsheets. Must have numbers aptitude. Highly organized and detailed oriented with excellent written and verbal communication skills required. Minimum of 1 year clerical experience required.

TELEMARKETING SALES REPRESENTATIVE (PCW)
To sell, service and develop advertising for *PCWorld's* Action Card Postcard Deck and Management Guide to Windows Buyers Guide in the U.S. Two or more years experience in telemarketing sales, working knowledge of PCs, products and marketplace all required. Must possess excellent written and verbal communication and organizational skills.

ACCOUNT MANAGER, MW SHOPPER (MAC)
To sell, service and develop the Billboard and Classified sections of *Macworld*, help advertisers develop into larger display advertisers. Primary emphasis will be placed on MW Shopper sales. Requires Macintosh market knowledge and at least 3-5 years previous experience in Macintosh advertising sales.

ASSOCIATE EDITOR , FEATURES (CWPI)
Responsible for assisting with planning, editing and producing all phases of Features sections preparation including research, content, author contact and direction, graphics and layout. Will be expected to report and write for Features sections on a regular basis. 3-5 years journalism experience, well-developed editing, reporting and writing aptitude and strong knowledge of information technologies required. Ability to develop numerous source relationships and a willingness to travel frequently also required.

ADVERTISING SALES MANAGER (BCP)
Responsible for selling advertising space, prospecting and expanding the advertising base, planning and meeting sales goals. Ideal candidate will be highly motivated with 3 or more years in computer magazine ad sales, including a strong telemarketing background.

Job Opportunities

Revised: July 20, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
LPC	Account Manager	*LOTUS*, San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
IDC	Accountant/Financial Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Library Assistant	Framingham, MA	M. Walsh	(508)935-4253
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
DNP	Receptionist	*Digital News*, Boston, MA	B. Corry	(508)935-4416
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CBP	District Manager	*CBP*, Northern, CA	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
CBP	Receptionist	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
FCW	Promotion Manager	*FCW*, Falls Church, VA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Administrator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Asst. to Dir. of Ad & Sr. Acct. Mgr.	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Human Resources Admin. - PT	Integrated Media, San Francisco, CA	C. Wooldridge	(415)267-1722
IMI	Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Test Center Manager	*SunWorld*, San Francisco, CA	M. McCarthy	(415)267-1727
IMI	Designer (2 positions)	*Publish*, San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Account Manager, MW Shopper	*Macworld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Receptionist/Clerk	TIS Corp., Framingham, MA	P. Doggart	(508)935-4379
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI*, Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI*, Burlingame, CA	M. Scott	(415)347-0555
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000
BCP	Advertising Sales Manager	Peterborough, NH	G. Lodge	(603)924-0392

Australian insert eyes boost from training levy

A levy introduced by the Australian government has tied in nicely to the mission of *Computerworld Australia*'s monthly insert, *Computer Training Monthly.*

Initially introduced last year, the levy requires companies with annual revenue of $150,000 or more to spend 1% of that figure on staff training.

First inserted in *Computerworld Australia* in December, *CTM* is a 24-to-32 page magazine covering the Australian business computer training industry.

CTM is produced out of *Computerworld Australia*'s offices, where Editor **Derril "Doc" Farrar** culls information from Australian and international sources, including the IDG International News Service and IDG sister publications, to create the right mix of information for *CTM* . "We try to keep the Australian content up as much as possible," said Farrar, who along with Production Editor **Gary Clark** comprises the *CTM* staff.

Beginning July 1, the required expenditure increased to 1.5% and the minimum ceiling increased to $162,000, with the computer training industry and *CTM* potentially benefiting accordingly.

The levy does more than request compliance; companies that are unable to demonstrate where their training money has been spent have their taxation increased.

Farrar said he believes the levy has been generally welcomed. "From the employees' point of view it obviously increases their own skills, and the employer gains from a totally tax-deductible outlay," he said.

COMPUTER TRAINING MONTHLY

May 1992

Sanity, stability returning to campus

Library training proves popular

IN THIS ISSUE

Training in the tough times 4

Helping our hospitals heal 10

How to avoid those taxing times 20

***Computer Training Monthly* aims to keep CW readers abreast of training issues.**

NW chippers compete for coveted Cox Cup

Carrying a baby on his back and a chip on his shoulder, *Network World* Editor **John Gallant** fended off two challengers in a gripping playoff to win the 4th Annual John Cox Memorial Miniature Golf Tournament at the Natick, Mass. Village Green on July 13.

Playing a sun-scorched course bedecked with patriotic paraphernalia, Gallant rewrote history by making a hole-in-one on the fourth playoff hole. He putted his ball through a narrow doorway of a replica of Independence Hall to find the cup.

Senior Writer **Maureen "The Hit Dog" Molloy** and Senior Editor **Bob Brown** stayed with Gallant through the 18 holes of regulation play, as the three of them outpaced the rest of the 30-player field with scores of 48 — four strokes over par. Fan favorite Brown — the tournament's founder and a true ambassador for the game of miniature golf — got unlucky on the first playoff hole and was eliminated. Molloy's spine collapsed on the fourth playoff hole, paving the way for Gallant's victory.

"I had to let him win— he's the boss," said Molloy, who feared for her job as she entered the playoff vs. Gallant.

"At least we won't have to worry about competing against John next year—he'll be moving on to the Seniors tournament by then," added Brown, who is fearing for his job after filing this report.

What was most remarkable about Gallant's victory is that he persevered despite having a baby drool into his eyes for much of the day. Gallant lugged one *Network World* employee's baby —a future caddie no doubt— for much of the round in a backsack.

Network World

Last year's champ, Charlie Bruno (R), hides his disappointment as he passes the celebrated trophy on to '92 winner John Gallant.

The tournament this year attracted players from editorial, marketing and other *Network World* departments. The annual event is a celebration of life and an excuse to cut out of work a bit early in honor of former *NW* reporter **John Cox**, now an editor at *Digital News.* Cox, in an effort to make the memorial tournament seem more realistic, called in dead.

Charlie Bruno, last year's champ and this year's sore loser, presented Gallant with the coveted, shimmering Cox Cup. "It's a dark day when some hacker like Gallant takes home the coveted Cox Cup," a teed off Bruno said. "I'll bet John Cox will weep when he finds out."

Gallant, who recently gave himself a bonus to pay for his daily practice rounds at the miniature golf course, said, "I had hoped for better competition this year, but I'll take the cup anyway. I'm glad they have the good sense to lose to me."

Noteworthy !

PROMOTIONS

Network World has announced the promotion of **Ellen Messmer** to the post of senior correspondent. Messmer, based in Washington, D.C., is responsible for tracking a broad range of topics including user trends, technology developments and government affairs.

Messmer Network World

"While saddled with something of an eclectic beat, Ellen has filed page one stories about everything from OSI migration strategies to model EDI trading partner agreements," noted *NW* Executive Editor John Dix. "This promotion reflects her ability to produce a consistently good mix of interesting news and section pieces."

NEW EMPLOYEES

Jim Shepherd is the new advertising director at *Publish* magazine. Shepherd, who comes to IDG from *National Geographic Magazine* where he was the West Coast sales manager, will be responsible for the publication's display advertising sales. Shepherd holds a BA in advertising from San Jose State University and enjoys golf, classical music, ethnic cooking and spending time with his two children.

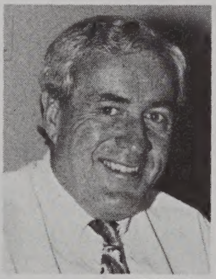
Another new face at *Publish* is **Anne Merkelson,** assistant to the publisher. In her new role, Merkelson will perform a variety of administrative and clerical duties in support of the publisher's office. She comes to IDG from SMWM, an architectural and interior design firm located in San Francisco, where she held the position of office manager/project assistant. Merkelson earned a BA in music from the University of California at Santa Cruz. Outside the office she makes time for playing the piano, reading, films and Javanese gamelan, a type of percussion orchestra.

PC World President Pat Kenealy has recently expanded his office with the addition of two special assistants. **Tom Hsieh** and **Scott Laughlin** will each handle a diverse array of projects encompassing all facets of *PC World*'s operations. Hsieh is past publisher of *International Snowboard Magazine* and *Snowboard Industry News.* He attended San Francisco State College where he studied journalism. Outside the office he makes time for snowboarding, rock climbing, golf and bungee jumping.

Laughlin comes to IDG from MTA-Lexicon where he was an associate consultant. He holds an AB in politics from Princeton University.

Also new at *PC World* is **Kate Comfort Harr**, advertising sales assistant in the San Francisco office. Harr previously worked as an executive assistant in a non-profit economic development organization. She earned degrees in communications and sociology from the University of California at Santa Barbara and enjoys music, film and theater.

■ ■ ■


Reynolds World Update

Emerging Technology Applications welcomes **Jim Reynolds** as its new sales director, responsible for marketing and sales for ETA's database products. Previously Reynolds was vice president, eastern general manager, at Trinet Inc., in Parsippany, N.J. He holds an AB from Holy Cross College and an MBA from Western New England College. Outside the office, he enjoys skiing, golf, tennis, running, and participating in community volunteer projects.

Hurley World Update

Also new to ETA is Marketing Associate **Colleen Hurley** who will handle marketing and sales support duties. Hurley worked as a summer intern at ITI from 1986-1991. She earned a BS in accounting from Villanova University and enjoys travel and all sports.

Calendar 1 2 3

- **JULY 20-23**
  ComNet/San Francisco
  Moscone Center
  San Francisco, Calif.

- **JULY 20-23**
  Object World
  Moscone Center
  San Francisco, Calif.

- **AUGUST 4-7**
  MACWORLD Expo/Boston
  Bayside Expo & World Trade Center
  Boston, Mass.

- **AUGUST 18-20**
  Windows World
  Darling Harbour Exhibition Center
  Sydney, Australia

- **AUGUST 26-28**
  SunWorld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan

- **SEPTEMBER 1-2**
  Open Systems Forum '92
  IDC Germany
  Bad Homburg, Germany

- **SEPTEMBER 2-5**
  MACWORLD Expo/Berlin
  AMK & ICC
  Berlin, Germany

- **SEPTEMBER 8**
  PC Conference
  IDC Germany
  Munich, Germany

- **SEPTEMBER 15-17**
  MACWORLD Expo/Toronto
  Metro Toronto Convention Center
  Toronto, Canada

- **SEPTEMBER 22**
  PC Conference
  IDC Switzerland
  Zurich, Switzerland

Chairman's Achievers

Christine Wong
International Sales Associate
Macworld

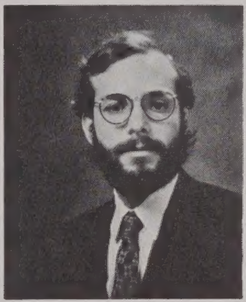
Christine Wong, who started with the company just nine months ago, has wasted no time in making a measureable contribution to the bottom line of *Macworld* publications worldwide. As a telemarketer, she has sold advertising space in various international *Macworld* publications, in particular, targeting the small to medium-size companies typically not called on by International Marketing Services. Her efforts have also help build a stronger reputation in the Macintosh market for IDG as a global company with global resources as well as gained increased "share of mind" for IDG's international *Macworld* publications in the U.S. market.

Wong

Macworld

"Christine's 'service attitude' is not only extended to her advertisers but also to her *Macworld* associates all around the world," said **Shannon Dolan**, vice president, director of aadvertising sales.

Dan Lavin
Senior Editor, *NeXTWORLD*


Lavin

Nextworld

Dan Lavin has been recognized as a Chairman's Achiever for his efforts in organizing a volunteer force of 200 NeXT user group members to assist at this year's Nextworld Expo. The project, which turned *NeXTWORLD*'s offices into a virtual "command central" with Lavin recruiting and assigning jobs until midnight most nights, was all the more noteworthy given that it was accomplished in just one month.

"It was a remarkable feat with volunteers from several states and various countries including Russia, Germany and Japan," noted Publisher **Jeannine Barnard**. The spirit of direct community with the user groups not to mention a substantial cost savings to IDG were among the benefits of his hard work, she added.

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Good luck in Barcelona!

Tom Asclair

Tina Brown in action

Peg Brown, director of marketing at A+ Publishing in Peterborough, N.H., will be in Spain to cheer on her daughter Tina, a member of the U.S. Olympic Rowing Team's "women's eights."

Brown is working extra hard to squeeze in the trip in the midst of preparations for MACWORLD Expo/Boston. "Since the rowing finals are August 2, I'll miss the setup and first day of the show," Brown said. "I'm lucky we have such a terrific staff here. Everyone is willing to pitch in to help."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS

Iris Killinger - IDG Germany

ELEVEN YEARS

Jeff Pennett - *Network World*
Maureen Sullivan-Falzone - *CW*

NINE YEARS

Andy Bose - LINK Resources
Bernard Hockswender - *Computerworld*

EIGHT YEARS

Doreen Means - A+ Publishing

SIX YEARS

Laura Livingston - *AmigaWorld*
Wally Clegg - PCW Central Services

FIVE YEARS

Monika Griegel - IDG Germany
Karin Mehlstäubler - IDG Germany

FOUR YEARS

Tammy Torp - *PC World*
Keith Newman - IDG New Zealand
Sharon Kern - IDC
Peter Minor - WEC
Alan Nelson - *Computerworld*

THREE YEARS

Priscilla McWalter - IDG/CI
Theresa Coffey - WEC
F. Elaine Roberti - *Computerworld*

TWO YEARS

Alice Kelly - *Computerworld*
Michele Rothstein - *Digital NEWS*
Bonnie Jacobson - *PC World*

ONE YEAR

Valerie Hennigan - *Macworld*
Linda Sener - Information Strategies Group
Aleksandra Skulte - *Computerworld*
Michael Siggins - *Computerworld*
Anita Hamilton - *PC World*

Do-er's profile

John Block

•**HOME:** Sudbury, Mass.

•**PROFESSION:** Network Manager, Computerworld Database Division

•**JOINED IDG:** October 1988

•**LATEST ACCOMPLISHMENT:** Designing and helping to build the Computerworld Buyers Database

•**INTERESTS:** Windsurfing, cycling, traveling and brewing beer

•**PLACE YOU'D MOST LIKE TO VISIT:** Eastern Europe. Seeing a democracy in its infancy would bring insight into America's formative years.

•**LAST BOOK READ:** *Fortunate Son* by Lewis Puller

•**HISTORICAL FIGURE YOU'D MOST LIKE TO MEET:** Thomas Jefferson [third president of the U.S.]. He was an inspirational leader and author of his time, a technological innovator, a patriot and a home brewer.

WORDS TO LIVE BY: *Carpe diem* ("seize the day")

IF YOU COULD HAVE THREE WISHES GRANTED, WHAT WOULD THEY BE? No child goes hungry in the world, nuclear armaments disappear and *Computerworld*'s ad revenue triples.

World Update

IF YOU COULD WORK IN ANOTHER PROFESSION TOMORROW, WHAT WOULD YOU DO? I'd become the head brewmeister in a quaint micro brewery in Belgium.

FAVORITE POSSESSION: My sense of humor; it keeps everything in perspective.

MANAGER'S PROFILE: "Not only does John have the truly rare ability to communicate with both people and computers and to translate the needs of one to the requirements of the other, but he also brews a promising ale and a fine lager."

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

***Network World* tops the list in three readerships surveys**

- PAGE 2

Employee opinions count in the Resource Bank Questionnaire

- PAGE 5

New president takes the reins at IDG Japan

- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 30

JULY 27, 1992

IDG expands family of electronics books

IDG has acquired *Elektronika*, the leading publication covering electronics technology in Czechoslovakia for the last 20 years, from SNTL Publishing Co.

2 92
ELEKTRONIKA
Indigový RISC

"The acquisition of *Elektronika* is IDG's third major step in globalization of its electronics publications," said IDG Chairman **Pat McGovern** during a recent trip to Prague to announce the acquisition. "Last November IDG acquired *Electronic News*, the leading U.S. weekly newspaper for electronics industry managers. In February, we acquired *Electronics International*, the leading Chinese-language electronics publication."

"We are delighted to be part of the IDG world family of technology publications in information services," said *Elektronika* Editor **Jaroslav Hrouda**. "We now have access to IDG's worldwide electronic news and article service, which will allow us to better cover the leading developments in electronics technology and products

- SEE PAGE 2

PC Windows/Tokyo signals changes in local market

IDG Japan and World Expo Corp. teamed up to coordinate a milestone event in Japanese personal computing: the country's first Windows conference and exposition, PC Windows/Tokyo, held July 7-9.

Nearly 100 exhibitors in 343 booths and 34,036 attendees crowded into the relatively small confines of the Makuhari Messe convention center. An impressive lineup of industry luminaries telegraphed the importance of the show, with keynote speeches by Microsoft CEO Bill Gates, Borland CEO Philip Kahn and Micrografx CEO Paul Grayson, among others.

A third show partner, the Fujisankei Group, handled many of the operational and promotional duties including ticket sales, conference room logistics and TV/radio commercials. WEC was responsible for booth sales and show floor management, while *Computerworld Japan* coordinated the conference under the direction of Small Scale Systems Editor **Yoshimoto Matsuura**.

Outgoing IDG Japan President **Jim Povec** was overall project leader, coordinating with Fujisankei and other subcontractors and gaining the cooperation of Microsoft and other key vendors. "Povec worked the show floor like an orchestra conductor," said one observer.

Like Macworld Expo/Tokyo, which was instrumental in helping Apple penetrate the Japanese market, PC Windows/Tokyo stands to do the same for its market.

IDG
COMMUNICATIONS
COMPUTERWORL
NEWS
ンペーン実施中！

World Update

No passersby passed up a free issue of *Computerworld Japan*.

Japan differs from the U.S. in the realm of personal computing. It trails the U.S. in downsizing its dependency on mainframes and implementing networked PCs and must contend with higher priced machines—two to three times higher than the same

- SEE PAGE 6

In brief

Three readership surveys rank *NW* No. 1

NETWORK WORLD

Network World was recently ranked the best read and most useful networking publication in three independent studies. These studies indicate the readership preferences of key networking decision makers and reflect industry excellence for networking publications.

The first two surveys were commissioned by Interop Fall and Communications Networks East to profile attendees from each of these leading industry events. In both surveys, *Network World* was voted the best read publication in open-ended readership questions from a field of more than 100 different publications mentioned in each survey.

In addition, in a third study commisioned by *The Wall Street Journal* and conducted by Erdos and Morgan, *Network World* was named as the most important and useful networking publication among members of the International Communications Association.

"The results of these surveys are an independent confirmation of *Network World*'s superior editorial quality and its usefulness to managers in network-intensive environments," said *NW* President and Publisher **Colin Ungaro**.

Italian guides target market niches

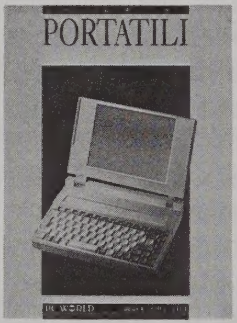
The month of June brought two new products to the IDG Italy stable of publications: the *Computerworld Italia* Top 50 Series and the *PC World Italia* Guide to PCs.

COMPUTERWORLD
ITALIA
50

Advertisers welcomed Italy's Top 50 series.

The first in the *Computerworld* series focused on the Top 50 IT distributors in Italy and contained information on their size, corporate structure, products and services. The print run was 25,000.

According to IDG Italy General Manager **Brunello Bossi**, a favorable response from advertisers—$50,000 in revenue from 22 advertising pages—has paved the way for other issues next year on such topics as Top 50 software houses and Top 50 dealers and resellers. The Top 50 series is circulated as a stand-alone product and will be sent to targeted readers.



Future guides will be available on newsstands.

The inaugural *PC World* guide, a supplement to the June issue of *PC World Italia*, had a print run of 24,000 and offered a concise yet comprehensive look at portable computers, with detailed information on manufacturers, distributors and product specifications.

Many of the products had been tested by either the *PC World Italia* or *PC World* U.S. staff. With revenues of $25,000 from 18 pages of display ads, more guides are being planned: four on PCs and two on Macs. Future guides will also feature expanded editorial sections and be available separately on newsstands.

Electronics

- FROM PAGE 1

worldwide. It will also allow us to contribute to the IDG News Service information on the latest developments in the electronics field in Czechoslovakia and neighboring countries."

With a monthly paid circulation of 30,000, *Elektronika* dominates the Czech electronics publishing field with more than an 80% share of advertising revenue. The Czech electronics industry posted revenue of $1.4 billion in 1991 and is growing at more than 30% annually, according to **Vladimir Tichy**, head of IDG Czechoslovakia.

In addition to *Elektronika*, IDG Czechoslovakia publishes Czech editions of *Computerworld* and *PC World* and the *Neural Network World* technical journal, and it also runs a successful weekly television program, a book publishing company, a disk magazine and a conference program.

During his visit, McGovern commented in TV and press interviews that IDG Czechoslovakia has made remarkable progress in spite of rapid changes in the country's political and economic systems. The revenue of the company has grown over five times in each of the last two years.

IDG publications now contain roughly 90% of the country's computer-related advertising, with *Computerworld Czechoslovakia* holding a 75% share and *PC World* a 15% share. Circulation of *Computerworld* as a weekly has grown to 24,000 paid copies and *PC World* to 15,000 paid copies.

McGovern noted that the 34 full-time people working at IDG Czechoslovakia have done an outstanding job at building a company from a start-up to a clear market leader in less than two years. "They have not only produced very high quality versions of IDG's global publication titles, but also have shown a lot of initiative in creating new products such as the weekly television program and acquiring *Electronika* on terms which made it a profitable contributor to IDG from the first issue," he said.

On line

ASK WALTER

IDG President Walter Boyd answers your questions this week.

Q IDG's organizing principle is decentralization. Do you think that there are any instances or institutions that call for centralization?

A There are, obviously, always times when some services are better off being centralized. We have some of these, but the key to having them work in a highly decentralized environment is to give each business unit head the option of participating or not. We have, for instance, Deb Goldstein's List Services, Kathy Dinneen's Research Services, Kelly Conlin's Market Access Program, not to mention Ted Bloom's Accounting Services, David Hill's News Service and Martha Stephens' Human Resource Services.

However, it should be noted that each of the above mentioned groups must treat the users of their services just as any organization would treat clients. They have to be competitive in their pricing, offer superior products and give the best in customer support and service or they are at risk to lose customers.

Also, from time to time, headquarters will foot the bill for some centralized help from outside consultants that we consider to be of overall value to the future of IDG. Such instances are the circulation, production and rate card specialists currently making the rounds of the various U.S. operating groups. In the past, we have done the same for marketing and continue to sponsor the "function" meetings that have proven to be so successful over the past year as well as the very effective Publishing Institute.

While we continue to be fully committed to the process of decentralization we also realize that there is no firm black and white when it comes to managing a company with the size and diversity of IDG.

Q In a recent On line column I read about the Global Publication Support Centers that IDG is planning to set up. How do you reconcile the establishment of these centers with the decentralized environment in which IDG has traditionally operated?

A What we have in mind is simply a further breakdown of things such as the existing News Service, International Marketing Services and Testing Facility results that are currently being shared on a worldwide basis. We now feel that with our dedication to four core products for the IDG publishing companies (*Computerworld*, *Macworld*, *PC World* and networking) it makes great sense to have people in the individual countries working on similar products to have greater, more in-depth access to what is happening around the world on a day-to-day basis.

The system is still in the design stage but will be engineered to not interfere with the decentralized management structure in place. We'll have more on this over the next couple of months. Like anything new it will have to be tested, evaluated and fine-tuned as we go along.

Q I've recently learned that a number of IDG's European publishing units close down completely for some portion of the summer and most employees are given this time off. Is there any thought of doing the same for U.S. employees?

A In Europe, the standard vacation policy for most countries is four weeks, and it has been a long-standing tradition that everyone in the country take their vacation at the same time. In the northern European countries it is quite often June or July and as you work further south it is July or August. If you go to France in August, for instance, you're in danger of never seeing a Frenchman. Therefore our companies close down during their month of vacation as the possibility to sell advertising is severely limited. This is not an "extra" time off for the employees but rather their vacation.

Having said all of that it is interesting to note that the standard European summer vacation break is starting to falter and a few of our operating units will indeed be putting out some limited issues during this period in an attempt to break the pattern. It is obviously very costly to not publish for a month as there are certain fixed costs that cannot be put on hold. And, finally, no we would not want to entertain a similar set-up for the U.S. operations.

Q Will Zachmann, a one-time analyst at IDC, recently had a very public falling out with Ziff-Davis. What might his next stop be?

A Will also had a rather public falling out with IDC when he left some years ago, but Will is the type of gadfly that will certainly wind up doing something very public with another market research or publishing group. I suppose anyone's guess would be as good as mine.

Q At *Computerworld*'s 25th anniversary dinner, you reminisced at length about the early days at IDG. What's your most poignant/vivid memory?

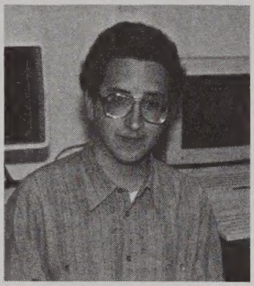
A My biggest problem with this question is that my memory is much too good. I wouldn't always vouch for the full accuracy but it is good. It would be impossible to single out one as being the most poignant or vivid not to mention the fact that a few (and I do mean only a few) of them are not very good and would certainly never be published!

As I've mentioned before, we have had so many people come and go or change and so many products and services over the years that it becomes impossible to single out individuals or single events. But I do promise to tell "almost" all in my book if John Kilcullen ever agrees to publish it.

Internship provides access to new career paths

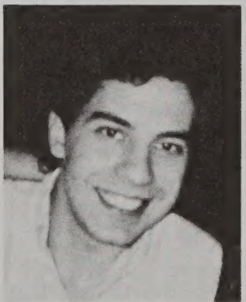
IDG has selected a pair of new participants in the Andrew Fluegelman Internship Program for talented individuals who are seeking a career change into the publishing field. The two most recently appointed interns, *InfoWorld*'s **Robert Gonzalez** and *PC World*'s **Richard Melville,** began working at their respective new offices in late June.

The internship program, begun in 1986, honors the memory of Andrew Fluegelman, the founding editor of *PC World* and *Macworld* magazines. Fluegelman was a lawyer, then a book packager before becoming involved in computer magazine publishing.


Gonzalez

InfoWorld

Business units benefit by gaining temporary additional help for work on special projects or ongoing assignments, while the interns get a chance to develop skills required to enter the publishing arena. Participating divisions and IDG Corporate Human Resources share the cost of each intern's stipend for the six or seven months of their employment.


Melville

PC World

Gonzalez is working in *InfoWorld*'s art department doing "a little bit of everything, from graphics to screen shots to lettering." Before coming to IDG he worked as a graphic assistant at State Fund Insurance Co. in San Francisco and became interested in computers while taking some classes at the City College of San Francisco. Gonzalez is starting to create more computer-generated illustrations for *IW* and is looking forward to getting involved in other elements of design.

Melville, an editorial associate, was previously a business analyst for the consulting firm of Deloitte Touche. Two years ago he decided to switch fields and is now finishing a journalism program at the University of California/Berkeley. "The move to high-tech subjects hasn't been a difficult transition, since I fixed computers and taught users how to work with different software products when I first joined Deloitte Touche," he said. *PC World* takes a rotational approach to the internship; Melville is beginning in the features department and will move on to the other editorial departments during the program.

About a dozen individuals have gone through the Fluegelman Program since its inception. Many have stayed on as full-time employees after their internship including Assistant Editor **Dan Miller** at *PC World*, Reporter **Torsten Busse** at *InfoWorld*, Assistant Editor **Kelly Dwyer** at *Computerworld* and **Jonathan Cassell,** who interned at *Macworld* in 1990 and signed on as a correspondent with *Electronic News.*

Lisa Davidson, new products writer for *Computerworld,* just completed her second Fluegelman internship and is now officially part of the *CW* crew. She first worked at IDG in the late 1980s doing market research when she decided to switch gears. Most of her two internships were spent working on *CW*'s Premier 100 issues.

World Update

Former Fluegelmans Derek Slater and Lisa Davidson are now full-time *Computerworld* employees.

"The Fluegelman Program isn't like some other internships because you work full time and get lots of exposure. You have a chance to be in tune with the company and feel like you're part of it," she said.

One of her colleagues, Product Research Coordinator **Derek Slater,** joined the program in 1990, also working on *CW*'s Premier 100. "This was a great opportunity for me," he said. "I had been trying to get into writing but [as a linguistics and German major in college] I didn't have an extensive portfolio and didn't have the journalism background. This gave me both."

Managers interested in hiring a Fluegelman intern generally make their requests during the winter and early spring. All IDG editors will receive application guidelines sometime next February.

Off-site

We need to hear from you!

***IDG World Update*'s new feature, Off-site, profiles employees' interesting and unusual extracurricular activities.**

Tell us about your colleague who is an accomplished musician, volunteers for a community group, creates stained-glass ornaments or bungee jumps in his free time. Don't be modest. Tell us about yourself!

Call or send in your story ideas to Penny Winn or Patricia Smith, phone (617) 423-9030 or fax (617) 423-0712.

Job Opportunities

Revised: July 27, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Credit Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Executive Sales Assistant	*Marketing Srvs. Div.* Stamford, CT	M. Cornetta	(508)935-4734
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Marketing Specialist	*Marketing Srvs. Div.* Boston, MA	M. Cornetta	(508)935-4734
LPC	Account Manager	*LOTUS,* San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS,* Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS,* Cambridge, MA	P. Bartolik	(617)225-6890
WEC	Mailroom Coordinator	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accountant/Financial Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Library Assistant	Framingham, MA	M. Walsh	(508)935-4253
IDC	Group Marketing Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP,* Wakefield, MA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executiive Assistant	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld,* San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Assistant Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Asst. to Dir. of Ad & Sr. Acct. Mgr.	*Publish,* San Francisco, CA	J. Shepard	(415)978-3309
IMI	Human Resources Admin. - PT	Integrated Media, San Francisco, CA	C. Wooldridge	(415)267-1722
IMI	Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Designer (2 positions)	*Publish,* San Francisco, CA	K. Ekberg	(415)267-1792
MAC	Account Manager, MW Shopper	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld,* San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Regional Sales Manager	TIS Corp., Midwest	P. Doggart	(508)935-4379
CWPI	Associate Editor, Features	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Copy Editor	*CWPI,* Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWPI	Administrative Asst.	*CWPI,* Burlingame, CA	M. Scott	(415)347-0555
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000
BCP	Advertising Sales Manager	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Senior Accountant	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229
GPI	Manufacturing/Distribution Coord.	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229

IDG JOB OPPORTUNITIES

NEW POSITIONS THIS WEEK • **July 27, 1992**

CREDIT ANALYST (IDG)
Review and approve/deny credit applications for new customers. Establish line of credit for new and existing customers. Work in conjunction with collectors to resolve credit problems. Work with management to resolve credit discrepancies.

EXECUTIVE SALES ASSISTANT (MSD)
Looking for a flexible, part-time employee to work 20-25 hours per week. Responsibility is to provide support to two National Sales Directors, which includes maintaining files, fielding calls, providing administrative support, scheduling appointments, and conducting client research. Candidate must possess a high level of professionalism, strong Macintosh skills. Experience in a publishing sales department or at an advertising agency is preferred.

MAILROOM COORDINATOR (WEC)
Responsible for coordinating shipping and mailroom activities at World Expo. Includes inter-company mailruns and daily pick-up and delivery of mail at Post Office. Also responsible for maintenance of warehouse and the execution of miscellaneous errands and tasks. Requires a valid Mass. driver license.

MARKETING ADMINISTRATOR (IDC)
Responsibilities include: database administration, incoming press desk liaison, conference registration, reporting and invoicing, press and prospect mailings, incoming help desk for client and prospect inquiries, filing and maintenance of IDC clippings and photos files, inventory and distribution for all Marketing collateral, general support for Director of Marketing, marketing project support and coordination of select client/prospect visits. Macintosh experience to include MS Word, FileMaker Pro, PageMaker, Excel and MacDraw. LAN experience desirable. Strong organizational and written and verbal communication skills required.

COPY EDITOR (IDC)
Primary responsibilities are copy editing of high-tech newsletters, bulletins, and reports, both on hard copy and on-line. The copy editor edits text, checks calculations on tables and figures, develops charts and graphs based on data provided and works closely with authors. Strong proofreading and editing skills required; attention to detail and the ability to keep several jobs moving at once essential. Knowledge of Macintosh systems, using MS Word, Excel and Quark XPress ideal. Candidate will have 1 -3 years experience in a high-volume publishing environment. Bachelor's degree preferred.

EXECUTIVE ASSISTANT (IFW)
This is a highly visible, fast paced and demanding position working for the *InfoWorld* Executive offices. Candidates should have a minimum of 5 years executive level administrative support experience. Must be extremely organized with multi-tasking skills. Requires computer experience, especially word processing.

ASSISTANT ASSOCIATE EDITOR (PUB)
To help develop editorial copy, assist staff and Associate Editor and act as a representative of the magazine. Area of focus will be typography, design, and art which includes graphics and illustration. Must possess strong written and editing skills. Knowledge of the computer desktop publishing industry desirable.

REGIONAL SALES MANAGER (TIS)
Seeking an experienced salesperson to provide direct sales coverage in the Midwest region. Candidates must have at least 5 years experience selling IT continuous information services and be currently located in the region.

SENIOR ACCOUNTANT (GPI)
Responsibilities include journal entry preparation, monthly closing, account reconciliations, financial reporting, special projects, annual and monthly budget process. Strong spreadsheet and excellent PC skills required (Excel preferred), along with the ability to perform accurately under tight schedules. Requires a BA/BS in accounting or finance with 2 - 3 years general account experience.

MANUFACTURING/DISTRIBUTION COORDINATOR (GPI)
Candidate will support the Manufacturing Manager in distribution/inventory logistics, auditing of vendor bills and print buying. Must be analytical, MAC literate, proficient on Lotus 1-2-3 and have at least 2 years experience in publishing manufacturing and/or print buying.

Survey keeps HQ in touch with worldwide markets

Think fast — What is the most pressing issue facing the industry you serve?

Describe the most interesting conversation you have had with anyone in the industry during the past month.

Outline the most challenging problem you have encountered on the job recently and how you resolved it.

Each quarter, approximately 40 IDG employees around the world are asked to respond to a series of questions, including those listed above, designed to keep IDG Chairman **Pat McGovern** informed about what is going on in the various local markets served by IDG publications, as well as the challenges facing IDG business units in meeting the needs of their customers.

FEEDBACK SHAPES IDG MESSAGE

"The feedback from respondees is very helpful in anticipating changes in the marketplace, spotting the emerging needs of our customers and prospects, learning the strategies of the companies that are successfully dealing with these changes, and the opinions of employees as to how IDG can best adjust its strategy to meet the new needs of its customers," explained McGovern.

The feedback provided on the IDG Resource Bank Questionnaires also plays a major role in shaping the current message IDG gives to the outside world.

"I use this information in prioritizing new projects currently being developed, in initiating new projects in response to new market conditions described in the questionnaires, and in developing a corporate communications program for IDG that our employees believe is most appropriate to helping them attain their business goals," McGovern added.

World Update

Helene Lansberg coordinates the survey, which provides insight into how employees around the world view IDG's image.

The program, which was begun in 1986, also provides employees with a unique opportunity to convey their insights, concerns and suggestions directly to the Chairman's Office.

Noted **Cary Sun**, regional vice president of World Expo Corp. in Hong Kong, and a recent recipient of the questionnaire, "The Resource Bank Questionnaire is unusual in that it provides direct access to the chairman, something that is not common in many companies."

RANDOM SELECTION

According to Executive Assistant **Helene Lansberg** who is responsible for managing the Resource Bank Questionnaire survey, questionnaire recipients are selected randomly from each business unit.

"I maintain a database of people who have received questionnaires in the past to avoid duplication and try to ensure that each batch of questionnaires represents a broad spectrum of IDG units around the world," Lansberg said.

While the majority of employees receiving the questionnaires work in IDG publishing units, Lansberg is also careful to ensure that representatives from research, exposition, conference and book publishing units are included in each survey.

IDC Singapore staff gathers at Directions '92/Hong Kong

For the past few months, IDC's office in Singapore has been operating under the direction of a new partner, Integrated Information, a strong player in the region's teleservices industry. During last month's Directions '92 conference in Hong Kong, staff members got together with colleagues who spoke at the event. (From left:) Raphael Leong, Integrated Information; Lee Kheng Cheok, IDC S'pore; Lim Suk Lee, IDC S'pore; Lee Doyle, IDC U.S.; David Herbener, IDC Malaysia; Davis Blair, IDC Asian Research Center; Dr. N. Srinivasan, IDC S'pore; Nancy Battey, IDC U.S.; Leong Fook Luen, IDC S'pore; David Smith, IDC U.S.; Rusnita Noor, IDC S'pore; Saiman Hui, IDC China/Hong Kong.

IDC Singapore

AmEx executive named to top post at IDG Japan

Kozo Hiramatsu, most recently vice president of travel services for American Express International in Japan, has been appointed the new president of IDG Japan.

Hiramatsu, 46, holds journalism degrees from Waseda University in Tokyo and The American University in Washington, D.C. He worked as a Washington-based correspondent for the *Yomiuri Shimbun* before holding numerous marketing and communications positions with Sony Corp. and Sony Corp. of America during his 13-year career. Prior to managing AmEx's travel service operations, Hiramatsu served as director of public affairs and communications and director of publishing. He launched two major publications for AmEx card members in Japan, both of which had circulations in excess of 400,000.

According to outgoing IDG Japan President **Jim Povec**, who will remain in the office for a few months during the transition, new president candidates had to meet four criteria: publishing knowledge, industry knowledge, bilingual ability and a nurturing management style.

World Update

Outgoing IDG Japan President Jim Povec (L) and new President Kozo Hiramatsu

"Hiramatsu-san fits all four qualifications," Povec said. "IDG's profile in Japan has been raised significantly by its expanded activities. I know that Hiramatsu-san will build on this to make IDG a well-known name in Japan's computer industry, as it is in other countries."

"I'm finding there are many people associated with IDG here whom I have met before in my career, for example, when I was a journalist," Hiramatsu-san said. "It's not like I'm starting something completely new; it's more like coming home."

Povec noted that when he first came to IDG Japan he expected to stay three months and ended up settling in for three years—"the greatest, and most challenging, three years of my life. When I arrived here, IDG Japan was doing business with perhaps 200 companies; now we do business with over 1,000. In that time, IDG Japan has increased its revenues nine-fold, a major accomplishment for a small but growing group of hard-working people."

At the end of the transition in November, Povec will assume another role with IDG.

Windows

- FROM PAGE 1

systems in the U.S. —which are dictated by only a few manufacturers. This has limited user choice and restricted hardware and software innovation.

In addition, there is not a PC-compatible market in Japan. NEC has customized DOS as have other PC suppliers. As a result, users are faced with poor connectivity, different software for each machine and an artificial confinement to the supplier used by the company. Windows can potentially change this. Microsoft clearly sees the stakes and is aggressively moving to redefine personal computing in Japan.

IDG's primary aim for the show was to make it user centered. One example of this approach, the Windows Consortium exhibit, was structured to show as many products as possible and allow users to test new products at will. The two International Pavilions were collections of small booths that allowed companies from the U.S and elsewhere to demonstrate software. These exhibitors were very enthusiastic about the show. One, echoing the sentiments of many of his colleagues, said he didn't know what to expect when the show began yet by the end was faced with having to make a choice among several Japanese distributors that wanted to work with his company.

Povec worked the show floor like an orchestra conductor.

PC Windows was not an overnight success, however, by any means. Postponed once due to an insufficient exhibitor response, the show gained the support of a distinguished advisory board of corporate executives, university professors and users created by IDG. A wait-and-see attitude typically prevails at first time events in Japan, but the advisory board helped persuade numerous firms to overcome their hesitation and participate. In essence, IDG convinced exhibitors that the show was required for the market to succeed.

For users, PC Windows was a show offering new opportunities and flexibility through the promise of Windows and an operating environment architecture being defined by Microsoft. To software companies, both in Japan and elsewhere, it was also a sign of new opportunity. Next year, IDG Japan anticipates that the show will double in size.

Free-lance writer John Latta contributed substantially to this article.

New phone, fax numbers for Norway

Phone: +47 2 688090

Fax: (administration)
+47 2 571888
(sales)
+47 2 680152

Noteworthy !

PROMOTIONS

Network World's **Clare O'Brien** has been promoted to senior account manager for product classified advertising sales. In her new position, O'Brien will continue to sell advertising in both the ActionCenter and the Response Card decks while also handling the monthly promotional mailings for each of these sections. "The growth of the product classified sections in the last year has been largely a result of Clare's dedication and hard work. No wonder she got all those new advertisers from California — she's here working until 9 p.m. most nights!" noted Joan Pinsky, *NW* director of product classified advertising.

Network World
O'Brien

TRANSFERS

Elie Goldstein has recently transferred to Integrated Media Inc. where he is the new marketing coordinator for *SunWorld* magazine. Originally hired as design coordinator at *InfoWorld*, Goldstein's new responsibilities include marketing promotion for the publication. Goldstein has a BA in advertising from San Jose State University.

NEW EMPLOYEES

Randy Perry is the new director of consulting in IDC's Communications Group where he will be responsible for managing custom studies to assist clients evaluate opportunities in the worldwide data networking and telecommunications markets. Formerly a senior consutant with JSA International, Perry holds a BS in engineering from the U.S. Military Academy..

■ ■ ■

Computer Buying World welcomes **Laurie McLaughlin** as its new associate editor. In her new post, McLaughlin will be responsible for the new products section as well as some news writing. McLaughlin is a 1992 graduate of Northwestern University where she earned a BS in journalism.

■ ■ ■

Willem Knibbe is a new copy editor at *InfoWorld*. He is a recent graduate of San Francisco State University where he earned a BA in journalism. Knibbe has worked as a free-lance sports writer for a bi-weekly newspaper and as a copy editor for an animal rights magazine. Outside the office Knibbe enjoys reading, sports and music.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week in July. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Shirley Day-Kohn - IDG Germany

THIRTEEN YEARS

Renate Kretz - IDG Germany

TWELVE YEARS

Ursula Pusch - IDG Germany

ELEVEN YEARS

Scott Mace - *InfoWorld*

NINE YEARS

Georg Sing - IDG Germany
Susan Gotwalt - WEC Germany

EIGHT YEARS

Sherilyn Driscoll-Coleman - *Computerworld*

SEVEN YEARS

Tom Miller - LINK Resources
Daniel Sommer - *InfoWorld*

SIX YEARS

Catherine Olzchanech - IDG France

FIVE YEARS

Rex Farrance - *PC World*
Kevin Burden - *Computerworld*
Molly Leung - Asia Computerworld
Günter Petzchen - IDG Germany
Kelly Nadir - *InfoWorld*
Carol Martin - IDG New Zealand

FOUR YEARS

Lori Hitchcock - *Macworld*
Julie Cas - IDG France
Samia Cherki - IDG France
James Shannon - *InfoWorld*
Caroline Craig - *InfoWorld*

THREE YEARS

Heinrich Seeger - IDG Germany
Elfriede Tenbieg-Mutert - IDG Germany
Gerhard Schmid - IDG Germany
Gabriele Lange - IDG Germany
Stefan Frevel - IDG Germany
Michael Klein - IDG Germany
Gry Aspaas - IDG Danmark
Joann Williams - A+ Publishing
Carol Venezia - LINK Resources
Claire Scanlan - IDC UK
Stéphane Gautier - IDG France
Tony Williams - IDG Australia
Carol Benioff - *InfoWorld*
Patricia Harney - *InfoWorld*

TWO YEARS

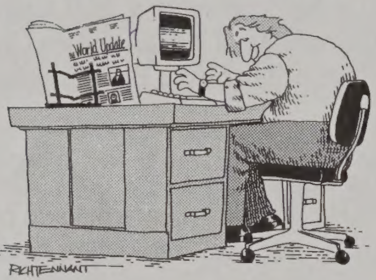
Laura Janney - Asia Computerworld
Klaus Krabbe Hermansen - IDG Danmark
Marie-Christine Serou - IDG France
Denise Taute - IDG Australia
Wally Palmer - *InfoWorld*

ONE YEAR

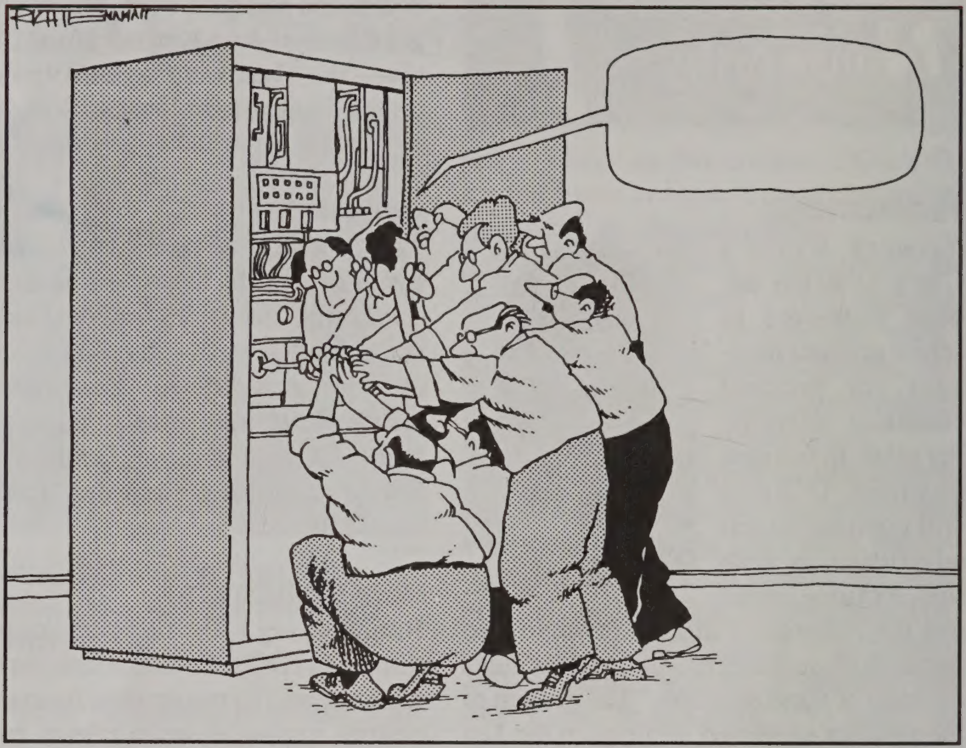
Phil Lemmons - *PC World*
Susanne Maß - IDG Germany
Peter Hvidtfeldt - IDG Danmark
Keith Henry - IDC UK
Alexander Metzger - IDC/W
Abhijeet Rane - LINK Resources
Olivier Bibard - IDG France
Andreas Uiterwijk - *InfoWorld*
Cate Corcoran - *InfoWorld*

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday August 25. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith.

Have fun!

IDG *World Update*

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David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

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IDC readies second European IT Forum
- PAGE 2

***Macworld* sponsors Mexico developers conference**
- PAGE 4

IDC celebrates 10 years in Hong Kong
- PAGE 4

IDG World Update

VOLUME 22, NUMBER 31
AUGUST 3, 1992

CW Database Division unveils new strategy

Since becoming a part of CW Publishing Inc. last October, the CW Database Division has focused its energies on leveraging its primary research capabilities to the benefit of *Computerworld* and its clients. As part of that effort, the group recently unveiled the CW Advantage Program and a new Buyers Database.

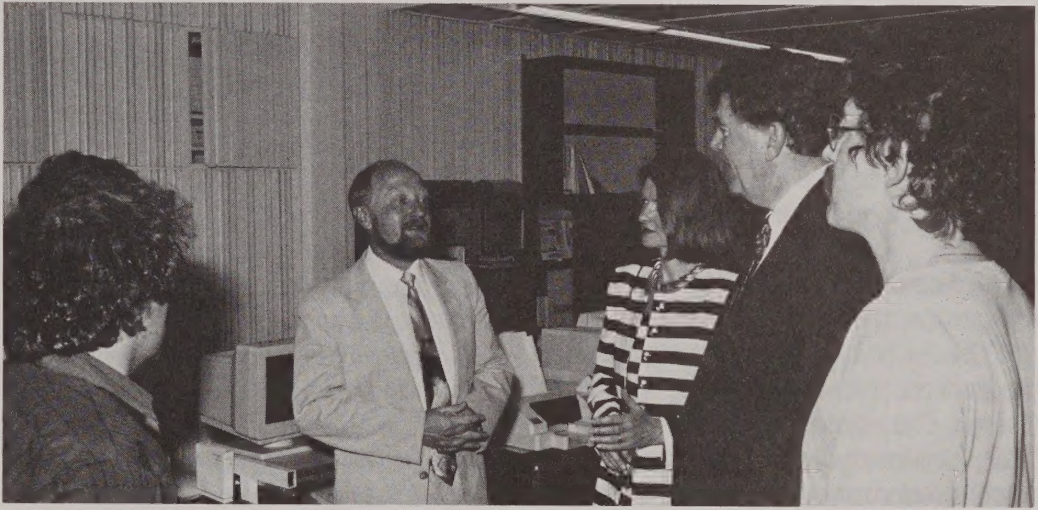
Available only to *Computerworld* advertisers, the CW Buyers Database and Advantage Program are designed to enhance the attractiveness of advertising in *Computerworld* as well as promote the notion that direct marketing activities done in conjunction with regular advertising are more advantageous than direct marketing alone.

> *"We're looking to get more books into the fish."*
> - Rich Mikita

"With this program, we hope to establish a strong link between advertising and direct marketing," explained CW Database Division Vice President and General Manager Rich Mikita. "By involving more

-SEE PAGE 5

Hungary posts record year



IDG Hungary

Istvan Biró, managing director of IDG Hungary, explains his new electronic editing and publishing system to Pat and Lore McGovern.

IDG Communications/Hungary, now in its second year as a wholly owned IDG subsidiary, is enjoying record growth in sales and profits. Under the leadership of Managing Director **Istvan Biro**, IDG Hungary's weekly newspaper, *Szamitastechnika*, has increased its display advertising over 500% from last year and classified advertising over 670%. Market share has soared to 68% of computer-related advertising.

The newly launched *PC World* is also enjoying well-ahead-of-plan results. The publication is achieving over 60% sales rate on the newsstand, and is ahead of plan in both revenues and profits.

Mikrovilag, IDG Hungary's monthly magazine for the academic and home user, is struggling to make its advertising plan, but its circulation is growing admirably.

IDG Hungary has also initiated a weekly half-hour television program broadcast on Hungary's national television system. Viewership is estimated at nearly a million, roughly 10% of the population of Hungary.

IDG Hungary also publishes three newsletters and is commencing a book publishing venture in association with one of the largest book publishers in Hungary.

IDG Hungary's profitability is 1,500% ahead of plan year-to-date. Chairman **Pat McGovern** recently visited IDG Hungary to congratulate the staff and give a report about IDG's global strategy and goals.

IDC's second European IT Forum set for next month

Two-day conference features expanded program, corporate sponsors

Preparations are well under way for IDC's second annual European IT Forum, slated for September 23-25 at the Excelsior Hotel in Venice. Organized in cooperation with IDG, this year's forum, "The Restructuring of the European IT Industry: A New Scenario for Users," will provide fresh insight into the fundamental changes affecting the region.

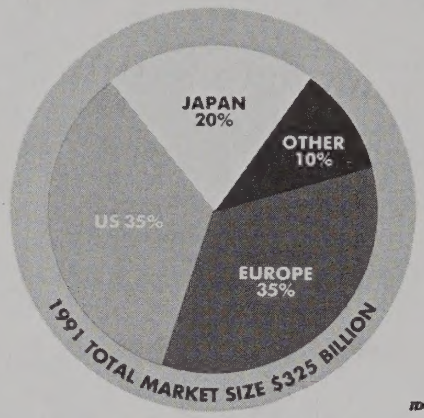
Expected attendees include worldwide hardware, software and telecommunications vendors; European users; local government officials and public authorities; and industry consultants and financial analysts.

. Among the key questions the forum will address are:

- Is there a future for European IT companies?
- What investment strategies are being proposed by the leading European users?
- What will be the position of Europe within the worldwide IT market of the 1990s?
- Which country markets and product lines will present the best opportunities?

"This year's forum has an expanded program compared to last year," said IDC Europe President **Roberto Masiero**. "Fifty-seven speakers, including top representatives from the vendor and user communities, as well as IDC analysts, will discuss how the evolving IT users' needs are driving the transformation of the IT industry and how the "genetic mutation" undertaken by the vendors is leading to a restructuring of the industry."

This theme will be introduced in one of the general presentations by Andrew Rappaport and Shmuel Halevi, authors of "The Computerless Computer Company," an article published in the July/August 1991 issue of the *Harvard Business Review*. Top-level representatives of major vendors operating in Europe will participate in the discussion, including Edward Stalano, president and general manager, Motorola; Lucio Stanca, president and CEO, IBM Semea; and Guerrino De Luca, European business general manager, Apple Computer.



The forum will be divided into four general sessions: European IT Market Trends; The Structure of the IT Industry in the Year 2000: Focus on Manufacturing or Delivery?; A New Scenario for European Users; and a closing session.

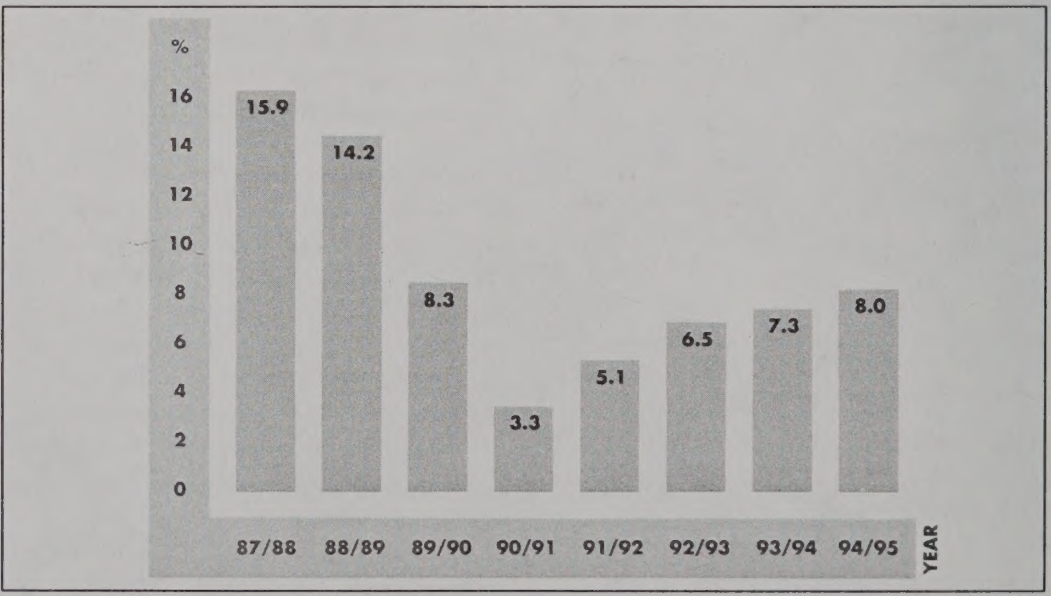
Like this year's IDC Briefing Sessions in the U.S., parallel sessions have been set up so attendees can participate in the discussions most relevant to their areas of interest. European IT Market Trends includes open systems, desktop, networking and systems/peripherals tracks, led by a dozen senior IDC analysts from around the globe. In the user session, case studies and in-depth analyses will be presented on the trends in finance, manufacturing and public administration.

On the final day, the parallel sessions cover trends in the European IT services marketplace and European and extra-European market development opportunities. The latter includes presentations by representatives of IDC offices in the U.K., Germany, Greece, the Middle East, Western and Central Africa, and South Africa.

Corporate sponsors add another new element to this year's forum. Logos from Apple, BSO/Origin, Motorola, Olivetti and Systems & Management will appear on conference materials, and each company will have a communication booth to talk to clients and other attendees in comfortable surroundings. IBM and Siemens have also signed on as partial sponsors.

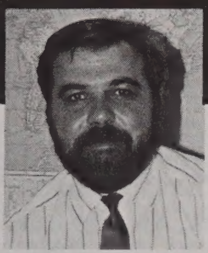
"We have excellent relationships with our sponsors, and they are very pleased with the package they're getting," said **Myriam De Greef**, IDC Europe's marketing director and the forum's coordinator. "Their participation also gives IDC a way to penetrate their user communities."

In addition, four of the five sponsors, as well as IBM, will hold press conferences to publicize numerous product announcements.



IDC predicts a steady increase in growth for the European IT market through 1995.

On line



ASK FRANK

*From time to time, "On line" features guest columnists. **Frank Cutitta**, president of International Marketing Services, takes a turn this week.*

Q What is the relationship between IMS in the U.S. and the IMS offices around the world?

A In addition to IMS/U.S., IDG currently has IMS offices in London, Paris, Munich, Tokyo and Taipei, which represent the interests of all of IDG's international publications. Each IMS office operates as an independent business unit, reporting directly to the indigenous country management. Despite our organizational decentralization, the inevitable "migration" of international media buying decisions necessitates constant communication and close coordination between all international IMS offices.

Q Who are your primary customers?

A IMS has traditionally served as the global advertising incubator for IDG's international publications. Our client base is small to intermediate-sized IT and export companies who for structural, economic or philosophical reasons choose to centralize their international advertising through their U.S. headquarters. In recent years we have also recorded an increase in centralized advertising from large multinational IT companies that wish to supplement decentralized distributor or subsidiary campaigns.

Typically, most IMS/U.S. clients will progress through a maturation process that eventually leads to a more decentralized advertising strategy. In a three-year period we may see upward of 70% of our bookings shifting from IMS/U.S. over to our international counterparts. Because of these shifts, all IMS offices must continuously identify new-to-export companies to replace those that have decentralized while concurrently developing incremental business from those that continue to operate under a centralized structure.

Q What are the hot areas of the world today for advertising?

A From a historical revenue perspective, Europe and the more mature Asia/Pacific markets have been IMS's centralized advertising "hot spots." However, in the past year we have noticed an exponential increase in U.S. client interest in Latin America. This phenomenon has recently led to plans for the establishment of IMS representation partnerships in the Miami area in order to better service the many IT firms that have moved their Latin American headquarters to South Florida.

Client awareness of new opportunities in Central Europe, the Middle East and Africa are also leading to increased interest in information technology media and research in these previously untapped markets.

Q What are the primary changes you've seen in the realm of international marketing during the eight years you've been with IMS?

A Eight years ago many IT firms regarded international marketing as somewhat of a luxury. In today's global economy, most now regard international marketing and advertising as a necessity. As a result, more and more clients are approaching our U.S. publication sales staffs for information on IDG's international capabilities as an extension of their domestic advertising programs.

Thus, we now find that global marketing has also become a critical element in the sales and promotional aspects of our U.S. publishing units. For example, we now have formalized Global Marketing Programs which serve as an international extension to *Computerworld*, *PC World*, and *Macworld* in the U.S.

Therefore, I feel that the internal and external prioritization of global marketing has been the greatest change experienced over the past eight years.

Q How has IMS' affiliation with the Marketing Services Division during the past year affected your operations?

A Our relationship with the new Marketing Services Division has only been positive. First, it has given IMS access to decision makers at a much higher level within the key client and agency organizations. Second, it has added a massive promotional element that IMS only dreamed of three years ago. Third, it has enabled us to identify "gaps" in the international advertising campaigns of the top 75 U.S. vendors and thus the ability to fill these gaps through centralized media buys. Finally, it has greatly expanded our IMS domestic sales network in that, by design, every MSD sales call reinforces IMS's role as a local conduit to IDG's global capabilities.

Q You were IDG's point man a few years ago during the startup of IDG's Russian operation. What are your thoughts about the prospects for that region today?

A My experiences at IDG, and during my 15-month "sabbatical" in the former Soviet Union, tell me that the prospects are encouraging. It goes without saying that the rehabilitation process will take some time.

However, it is critical that Western firms be active participants in this process rather than casual observers. In that we encouraged the democratic revolution for decades, we now have a responsibility to aid in its successful completion.

It is important to note that information technology products are critical ingredients in the creation of a market economy in each of the former republics and in the CIS as a whole. Therefore, as the "voice of the IT revolution," our I.C.E. operations in Moscow are uniquely positioned as a catalyst in the revitalization of their infrastructure and economy.

Macworld developers conference draws crowd to Mexico

Apple uses occasion to announce re-entry into Mexican market

Macworld's first developer seminar for the Mexican market was held last week in Mexico City.

Jointly sponsored by *Macworld* and Apple Computer and designed to focus attention on this burgeoning market for the Macintosh, the Mexico Developer Seminar attracted some 120 attendees including developers from the U.S. and Mexico. Staff from Apple international and Pacific, *Macworld* and IDG Mexico were also on hand.

MEXICO
DEVELOPER
SEMINAR

Originally organized at the behest of then-president of Apple Pacific Ian Diery, the conference boasted two full days of presentations by an impressive array of speakers including Allan White, director for Latin America at Apple Pacific; Ricardo Gonzalez, Market Development Manager, Apple Computer, Latin America; H. Philiip Welt, General Manager, Microsoft Mexico; Javier Vargas, International Market Manager for Aldus Corp.; and Eugenie DuPond Coblenz, Systems Manager for MIB.

The conference was timed to preceed the Mexican Macworld Expo set for September and was used by Apple to announce a major new initiative in the Mexican market. The company, which has twice left the Mexican market as a result of what it claimed to be excessive government interference in its operations announced:

- A major allocation of funding for marketing and advertising efforts in the local market.
- The establishment of Apple offices and representatives in Mexico City.
- The appointment of a new country manager, Horacio Duart.
- New sales/marketing channel representation.

"The seminar, according to Apple, represented a successful re-entry of Apple into its fastest-growing Pacific Rim market," said. **Jerry Borrell**, editor-in-chief at *Macworld*. (Apple considers Mexico, along with Canada and Central/South America to be part of its Pacific Rim territory.)

Mexico has some 80,000 Macintosh computers currently installed. Plans for a second conference next year are already under way.

The Mexico Developer Conference was just one in a series of three kinds of seminars that *Macworld* organizes around the globe: developer conferences, user conferences and technology and issues seminars.

IDC China/Hong Kong marks 10 years of service

IDC China/Hong Kong's roots date back to August 1982, nearly two years after IDG Chairman **Pat McGovern** entered into an equity joint venture in Beijing to publish *China Computerworld*. Since China *Computerworld* is published in Chinese, and McGovern and IDC Hong Kong Managing Director **Saiman Hui** decided people in the West would like to know more about China's computer market through English language publications, the office's first product was a semi-monthly newsletter in English, *EDP China Report*, which changed its name in 1987 to *China Informatics*.

As business expanded, IDC Framingham decided in 1986 to split the operations into two divisions: IDC China to focus on the Chinese mainland computer, telecommunications and electronics markets, which are quite different in many ways from the rest of the region; and IDC Asia to cover the IT industry and markets in Hong Kong, Taiwan and other Southeast Asian countries.

The two-office situation lasted until July 1990, when they were merged to form IDC China/Hong Kong. The IDC Asia name was no longer accurate, because IDC has set up licensed agencies in South Korea, Taiwan, Thailand, Malaysia and Singapore to take care of each market in the region. In addition, the merge yielded strengthened resources in research, marketing and management, lower facility costs, and a unified company image. All regional research projects are coordinated by IDC's Asian Pacific Research Center, which shares the same office in Hong Kong.

IDC China/Hong Kong

(Front) Jennifer Sum, editor, *Hong Kong I.T. Focus;* Claudia Ng, secretary; Donna Wong, administrative manager/accountant. (Back, left) Saiman Hui, managing director; Diane Powers, marketing manager; Hilary McKown, editor, *China Informatics;* Neil McCormick, business systems analyst.

IDG JOB OPPORTUNITIES

• NEW POSITIONS THIS WEEK •

August 3, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new positions that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

DIRECTOR OF ACQUISITION MANAGEMENT SERVICES (ISG)

Responsible for: conducting and writing research using primary and secondary sources; identifying opportunities, developing proposals, assisting in closing sales and managing subcontracted work; providing support to the sales force with emphasis on subscription renewals and new sales; participating in developing sales and revenue goals; responding to media inquiries and maintaining a network of media contacts. Minimum of 15 years experience in federal information technology contracting or acquisition required. Must have knowledge of Federal and Agency procurement rules and regulations. Must be self-motivated with outstanding verbal and written communication skills.

DESIGN ASSOCIATE (MAC)

Candidate will: implement established graphic standards for *Macworld* magazine; implement design standards, specifically in areas of typography and design/layouts; manage assigned work, coordinating with editorial and production departments; insure all deadlines are met. Professional art and design background with a minimum of one year experience in 4-color design required. Macintosh literacy in desktop publishing and fluency in Aldus PageMaker required. Strong organizational skills and the ability to track details necessary.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: August 3, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Credit Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Executive Sales Assistant	*Marketing Srvs. Div.* Stamford, CT	M. Cornetta	(508)935-4734
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC	Account Manager	*LOTUS*, San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
WEC	Mailroom Coordinator	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accountant/Financial Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executiive Assistant	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Marketing Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Asst. to Dir. of Ad & Sr. Acct. Mgr.	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Human Resources Admin. - PT	Integrated Media, San Francisco, CA	C. Wooldridge	(415)267-1722
IMI	Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Design Associate	*Macworld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Account Manager, MW Shopper	*Macworld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Regional Sales Manager	TIS Corp., Midwest	P. Doggart	(508)935-4379
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI*, Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000
BCP	Advertising Sales Manager	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Senior Accountant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Manufacturing/Distribution Coord.	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

Strategy

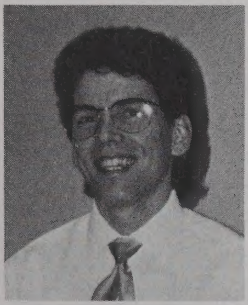
- FROM PAGE 1

people on the client side — not just the advertising director but the heads of direct marketing, field sales and telesales — we intend to multiply our opportunities for contributing to the client's success and thereby strengthen their relationship with *Computerworld*," explained Mikita. "We're looking to get more hooks into the fish."

CW DATABASE
DIVISION

FUNDS DEPOSITED ON ACCOUNT

Under the CW Advantage Program, clients will have 5% of their *Computerworld* advertising expenditure deposited into an account with the Database Division. The money on account can be applied to any of three services offered by the group: The VAR Database, The Buyers Database or custom services.



Mikita World Update

The newly available Buyers Database differs significantly from other offerings, noted Mikita. "In the past, we, along with our major competitor Computer Intelligence, have focused on collecting an inventory of equipment — the number of machines and software packages — installed at a particular site.

"When we joined forces with *Computerworld* last fall, we sat down to review that strategy." What they identified, said Mikita, was a need to focus on people.

"After all, it's people — not sites — who make buying decisions," said Mikita. "And these decisions frequently now affect sites all over the country and around the world."

The result of this new strategy is the Buyers Database, which focuses on the people involved in making the IT purchasing decisions for their companies.

"We identify the individual scope of responsibility these people have for purchasing equipment and software for their organizations," said Mikita. "Our clients are not just interested in how many workstations sit on desks nearby, but on how much money the respondent plans to spend on workstations overall during the coming year."

The early response to this program from the field is overwhelmingly favorable. "All the advertisers I've talked to have been extremely positive," said **Darren Ford**, *CW* district manager based in Dallas. "They like the idea of building awareness through image advertising while at the same time, generating sales leads.

"I've already had one advertiser come on board as a result of the program. He's a smaller advertiser, and they live and die by being able to sell things. He was persuaded to go with us because he could not only reach readers but also people who are in line to buy."

HIGHLIGHTS PARTNERSHIP ROLE

"The CW Advantage Program really adds value to being an advertsier in *Computerworld*," said **Michelle Gerus**, *CW* district manager based in Burlingame, Calif. "The plan-to-purchase data contained in the Buyers Database is extremely valuable in identifying prospects who are in a buying mode. It's an excellent tool for demonstrating *Computerworld*'s partnership role with advertisers and marketers by giving these people an opportunity to know their own clients better."

Currently the Buyers Database contains information from 43,000 respondents. By the end of fiscal 1992, Mikita anticipates that figure will be 50,000. By the end of fiscal 1993, the database will contain information on some 60,000 buyers, Mikita said.

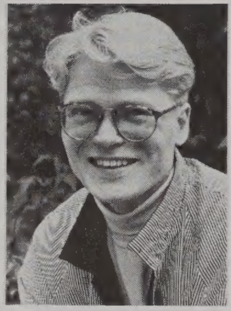
In addition to this new information on end-user buying plans, the division continues its primary research project to identify the most significant players in the channel. The Value-Added Reseller Database has recently increased its coverage of networking products and services and now has a new PC-based access system that makes it a desktop marketing system for channel managers.

Calendar 1 2 3

- **AUGUST 18-20**
  Windows World
  Darling Harbour Exhibition Center
  Sydney, Australia
- **AUGUST 26-28**
  SunWorld Expo/Tokyo
  Nippon Convention Center
  Tokyo, Japan
- **SEPTEMBER 1-2**
  Open Systems Forum '92
  IDC Germany
  Bad Homburg, Germany
- **SEPTEMBER 2-5**
  MACWORLD Expo/Berlin
  AMK & ICC
  Berlin, Germany
- **SEPTEMBER 8**
  PC Conference
  IDC Germany
  Munich, Germany
- **SEPTEMBER 15-17**
  MACWORLD Expo/Toronto
  Metro Toronto Convention Center
  Toronto, Canada
- **SEPTEMBER 21**
  European Managers Meeting
  Venice, Italy
- **SEPTEMBER 22**
  PC Conference
  IDC Switzerland
  Zurich, Switzerland
- **SEPTEMBER 23-25**
  IDC's European IT Forum
  Excelsior Hotel
  Venice, Italy
- **SEPTEMBER 30-OCTOBER 4**
  Hi-Tech Workshop '92
  Hilton Congress Center
  Izmir, Turkey

Noteworthy!

PROMOTIONS



Møller IDG Danmark

Danish *Communications World* has announced the promotion of **Niels Møller** to editor. Moller joined IDG several months ago as a staff writer following the telecommunications and multimedia markets for both *Communications World* and *Computerworld*. Prior to his arrival at IDG, Moller was a press officer with Telecom Denmark.

NEW EMPLOYEES

Mahler World Update

Network World welcomes Sales Assistant **Debra Mahler** to its Framingham sales office, where she will provide support services for the vice president of advertising sales. Previously, Mahler was a marketing assistant at the law offices of James Sokolove & Affiliates, where she organized community service events, facilitated market research and managed client databases. She holds a BA in international relations from Emory University in Atlanta and will begin a master's program in communications at Boston University next month. Outside the office, Mahler enjoys skiing, cycling and tennis.

■ ■ ■

Mark Mistrik has signed on as a full-time research analyst at Information Strategies Group. Originally hired in March as a temporary analyst, Mistrik will now concentrate his efforts on ISG's Federal Data Service. He holds a BA in history from Catholic University and an MS in conflict management from George Mason University. Outside the office he makes time for fitness training and weight lifting.

■ ■ ■

Sunworld has recently added two technical editors to its ranks. **Cedric Higgins** arrives from Highland Software, where he was a system administrator responsible for software testing. He will have similar duties at *SunWorld*. Higgins earned a BS in computer science and business management from Southern University in Baton Rouge, La. Outside the office, he makes time for karate, in which he holds a black belt.

Prior to joining *Sunworld*, **Richard Raucci** was a free-lance writer and a frequent contributor to various IDG publications. In his current position, Raucci will conduct major reviews of hardware and software products for the Sun advanced workstation market. He holds a BA in English from the University of Pennsylvania.

■ ■ ■

IDG Danmark welcomes a number of new employees to its ranks. **Finn Morsing** joins *Computerworld Danmark* as a staff writer covering the financial sector, information security, MIS and the printer market. Prior to joining IDG, Morsing was a public relations manager at Siemens Denmark. He graduated from the Danish School of Journalism and spends most of his free time chasing after his two-and-a-half year old daughter.

Two new faces at *Computerworld Danmark*'s sales department are sales assistants **Birgitte Naumann** and **Anders Hartmann.** Naumann, who will be selling classified advertising, was previously a sales coordinator with Shell Denmark. Outside the office she enjoys spending time with family and friends.

Hartmann comes to IDG from Mostrup's Forlag where he was a sales assistant. In his current position he will be selling advertising space in *CW*'s weekly Product Guide section. Outside the office he enjoys playing soccer.

CAD/CAM World Danmark welcomes **Finn Geisler** as a new sales assistant. Geisler joins IDG from Gazel/Informatic, where he was a sales and marketing manager for the company's software products. He earned a BBA from Niels Brock's Business College and enjoys playing golf and traveling.

Marianne Fajstrup is the new editor at *Macworld Danmark.* Prior to joining IDG, Fajstrup was with Applecenter Computeam where she provided support for graphics applications on the Macintosh. Fajstrup is a graduate of the Danish School of Journalism.

■ ■ ■

Michael Desmond is a new editorial intern at *PC World*, where he will spend seven months working as a writer and researcher in various parts of *PCW*'s editorial department. Desmond is a recent graduate of Northwestern University, where he earned an MS in journalism. He also holds a BA in Soviet studies from Middlebury College.

■ ■ ■

Griffin World Update

Callers to *Digital NEWS* will now hear a new voice on the other end of the line. Receptionist **Kalan Griffin** joins IDG from Doremus, an advertising and public relations company in Boston. She earned a BS in management from Lesley College and enjoys skiing, hiking and rafting in her free time.

ETCETERA

More than a dozen *Computerworld* duffers took to the links at *CW*'s recent annual golf outing.

Congratulations to the winning team of **Jay Novak, Sue Thaxter,** List Services' **Steve Tozeski,** who tied the group of **John Howard, Paul Mercer** and guest but eeked out a win by virtue of sinking the first birdie during the tournament. Calls for a "putt-off" from the runners-up fell on deaf ears.

Chairman's Achievers

***Network World* Editorial Team**

Network World's editorial team has recently been honored for its efforts in serving the needs of IT managers involved in enterprise networking by winning a number of readership surveys and an editorial award.

In addition to winning the readership surveys of the two leading industry conferences, ComNet and Interop Fall, *Network World* was also chosen the Most Important/Most Useful publication in the third straight survey of International Communications Association members. In addition, *Network World* was selected by *Magazine Week* to receive an Editorial Excellence award in its annual awards program.

"These honors are due to the diligence, hard work and extra effort of *Network World*'s entire editorial staff, from artists to copy editors, reporters, features staff, administrative staff and others," noted *NW* Editor **John Gallant.**

"Their efforts enable the publication to provide clear, accurate and insightful coverage of the fast-changing network field through words and images, " Gallant added.

World Update

(Front) Glenna Fasold, Jim Duffy. (Second row, left) Cheryl Tynan, Jim Brown, Sue Slater, Sue Champeny, Michelle Beaulieu, Alison Conliffe. (Third row, standing) Monica Sambataro, Charlie Bruno, Skip MacAskill, Maureen Molloy, Bob Brown, Paul Desmond, Beth Khoury, Karen Moltenbrey, John Dix and Susan Collins. Not pictured: Mike Cooney, Joanne Cummings, Wayne Eckerson, Caryn Gillooly, Tim O'Brien, Tracie Seder, Anita Taff, Suzy Thomas-Klein, Bob Wallace, Margie Wylie and Ellen Messmer.

To nominate employees for the Chairman's Achievers Program, managers should request a form from IDG Headquarters and fax the nominations to (617) 859-8642.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Karl Heinz Zimmermann - IDG Germany

EIGHT YEARS

Morten Hansen - IDG Norway
Lars Mieritz - TIS Corp.

SEVEN YEARS

Tore Harald Pettersen - IDG Norway

SIX YEARS

Christopher Cuoco - *Computerworld*
Rosemary Kraemer - *PC World*
Debra Brown - IDC

FIVE YEARS

Anita Trembley - *Computerworld*
Andres Poldroo - IDG Sweden
Michael Goodwin - *PC World*

THREE YEARS

Josef Gruber - IDG Germany
Peter Gremlin - IDG Sweden
Hans Lofgren - IDG Sweden
Magnus Wallen - IDG Sweden
Tom Helge Berglie - IDG Norway
Lincoln Spector - *PC World*

TWO YEARS

Graciela Negrín Comba - IDG/IDC Argentina
Robert Gadefelt - IDG Sweden
Sven-Erik Remmare - IDG Sweden
Mihály Kenczler - IDG Hungary
Per Anders Amundsen - IDG Norway
Eilif Reiss - IDG Norway
Elizabeth Ladendecker - TIS Corp.
Jackie Caldwell - *NeXTWORLD*
Dan Lavin - *NeXTWORLD*
Richard Marino - *PC World*

ONE YEAR

Tiziana Parma - IDG Italy
Kavin Moody - TIS Corp.
Carolyn Burgess - *PC World*
Anita Andersson - IDG Sweden
Annika Bjornsdotter - IDG Sweden
Elisabeth Johansson - IDG Sweden
Magdi Makara - IDG Hungary
Bjorn Alm - IDG Norway
Tonja Pritchard - IDG Norway
Osamu Honma - IDG Japan

Do-er's profile

Randee Rubin

- **HOME:** Manassas, Virginia

- **PROFESSION:** Vice President, Finance and Administration, *Federal Computer Week*

- **JOINED IDG:** November 1989

- **BEST PART OF YOUR JOB:** Having a lot of flexibility and being an integral part of the decision-making process at *FCW*. IDG truly allows a business unit to operate autonomously. You have complete control. We work as a team, and we make things happen.

- **LATEST ACCOMPLISHMENT:** We're going to break even. When I started here we laid off 25% of the staff, and within a year and a half, we've turned it around.

- **OUTSIDE INTERESTS:** Water sports, hiking, daily workouts at the gym and exploring the works of different authors.

- **FAVORITE VACATION:** Traveling without an itinerary or much money in Greece, which meant lots of public transportation, including riding on top of a truck with chickens in Corfu.

- **DREAM VACATION:** Africa

- **FAVORITE FOOD:** Ghirardelli chocolate. I have a tin sent to me once a month.

- **IF YOU COULD WORK IN ANOTHER PROFESSION, WHAT WOULD YOU DO?** Be a singer and be on stage (if I have the talent in my next life!)

- **FAVORITE POSSESSION:** A necklace that I bought in Colombia thanks to a lot of creative negotiating.

- **MANAGER'S PROFILE:** "Randee is a franchise player and a key driving force behind *FCW*'s growing success. Her disciplined approach to expense control is balanced by an innate entrepreneurial flair and capacity to accept risk. The result is an exceptional business talent who has been pivotal in producing *FCW*'s finest year. What better time than now to announce Randee's new title of vice president of Finance and Administration."

IDG World Update

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EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

IDG annual earnings increase by $150 million

- PAGE 2

ComNet, Object World draw crowds in San Francisco

- PAGE 4

West Coast units raise thousands to fight AIDS

- PAGE 5

IDG World Update

VOLUME 22, NUMBER 32

AUGUST 10, 1992

Open Systems World slated for fall debut

The talented team that made *Digital NEWS* No. 1 is taking on a new challenge. Preparations are currently under way for the launch of *Open Systems World* to serve the growing open systems marketplace.

The team is available to attack the new project following the sale last week of *Digital NEWS* to Cahners Publishing.

Open Systems World, a controlled circulation publication, is scheduled to debut in October.

OPEN SYSTEMS WORLD

The monthly magazine will provide readers with information on the latest technology and products involved with open systems, objective evaluations of products' compliance with industry standards as well as system design and application success stories using interoperative systems.

Readers will include open systems managers and implementors, corporate users and systems architects in Fortune 1000 sites, and independent systems designers and integrators.

To ensure on-target coverage of this key component of the market it was also an-

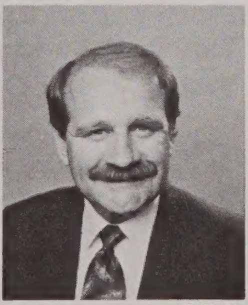
- SEE PAGE 5

Marino named publisher at *PCW*; promotes two

In the latest in a series of executive promotions and hires at fast-growing *PC World*, President and Publisher **Pat Kenealy** last week named **Richard Marino**, 43, to the publisher's post.

Maier PC World

During Marino's two-year tenure as associate publisher, *PC World* has increased annual revenues more than 66%. *Advertising Age*'s June 1992 survey of the U.S.' top 300 magazines ranked *PC World* 50th largest in the nation, up from number 67 the year before.



Theobald PC World

"Rich's promotion is a result of his extraordinary work in positioning, selling and marketing our magazine," Kenealy said. "Rich and I have set strategy as a team at *PC World*; this change will make our alliance even more effective and create a platform for still greater growth."

Marino's first official move as publisher was the promotion of two other high-level executives. **Heather Martin Maier**, 36, vice president of circulation, was named senior vice president of circulation, marketing and research. **Bernard J. Theobald, Jr.**, 45, vice president and group advertising director, was appointed senior vice president of advertising/sales.

Marino (L) and Kenealy Liane Enkelis

"Heather and Bruce have been *PC World*'s top business-side executives," said Marino. "In Heather's four years here, she has increased the magazine's circulation by nearly a quarter of a million readers. Last year she was named one of the country's eight top circulation experts by *Folio* magazine. Bernie has met or exceeded every goal we have set for him over the 14 months he's been here. His contribution to our phenomenal revenue growth is second to none. His new position moves him to the policy-making level of our magazine, where I know he can push us to even greater heights."

In brief

IDG posts impressive gains despite economy

IDG Headquarters recently announced that during the past year the company has increased its annual revenues by $150 million, added 33 newspapers and magazines and hired 900 new employees worldwide.

"IDG's growth in difficult economic times is a reflection of the entrepreneurial spirit that guides our worldwide activities," said IDG Chairman **Pat McGovern**. "It is clear evidence that IDG is fulfilling its mission to bring the best possible information about information technology to decision-makers worldwide."

IDG's vital statistics now stand at annual revenues of $770 million and 4,600 employees worldwide. IDG Communications publishes more than 180 newspapers and magazines in 58 countries. IDC's market research and analysis operations are based in 35 countries, and World Expo Corp. runs 65 computer-related exhibitions and conferences in 21 countries.

IDG employees honored in competition

COMPUTER BUYING WORLD
PRESCRIPTIONS FOR PROFIT
The Direct Route To LAN Success
HARD-DISK UTILITIES SAVE DATA AND MONEY
A CHRISTMAS CAROL FOR DIRECT BUYERS
EXPRESS SUBSIDIARY BLITZES PC MARKET
BUYER'S GUIDE
16 SPREADSHEETS

Staff from two IDG publications were recently honored in the New England Chapter of the American Society of Business Press Editors' 14th Annual Editorial and Graphics Excellence Competition. *Computer Buying World*'s citations were for Best In-Depth Technical Article (**Peter Varhol, George Bond, Shawn LaFlemme, Randy Ross**—second place), Best Regular Column/Department (**Ezra Shapiro, George Bond, Shawn LaFlamme, Randy Ross**—second place) and Best Front Cover: Photo (**Stephen Anderson, Robert Stave**—third place).

Vicki Blake and **Wendy Israelite,** now employees of *Open Systems World*, were honored for their work on *Digital NEWS*. The two captured first and second place in the Best Tabloid Front Page: Text category, as well as Best Opening Page/Spread (third place) and Best Contents Page (second and third place).

CIO printing award reflects overall quality

CIO
SPECIAL SECTION
STRATEGIC OUTLOOK ON DOWNSIZING:
How To Be An Easy Rider When Change Is In The Wind

CIO's printer, The Lane Press, Inc. of Burlington, Vt., has received an award for its printing of *CIO*'s April 15 issue. Lane won a bronze award in the Trade Magazines-Web category of the Fifth Annual Gold Ink Awards contest. Noting that the company decided to enter *CIO* in the competition because they were "so impressed with the overall product," a Lane executive recently notified *CIO* Production Director **Lori Sadewitz** of the award, adding, "Congratulations for producing such a fine publication! All of us at Lane Press are very proud to be a part of your success."

CW releases PC software, printer preference studies

Computerworld last month made available to marketers the results of two comprehensive studies conducted across samples of the *CW* audience.

The first study shows brand preference by specific product of DOS-, MAC- and Windows-based application software, PC utilities software and PC development tools. The subcategories include spreadsheet, word processing, presentation and desktop publishing software, as well as object-oriented and database management systems software.

The second study examined IS professionals' preferences for laser, inkjet, serial dot matrix, line and thermal transfer printers in both the black-and-white and color categories.

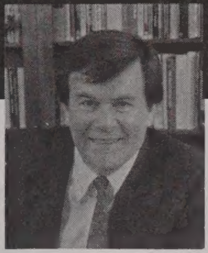
"These two studies provide a critical benchmark of success for IT marketers," said *CW* Publisher **Gary Beach**. "We plan to repeat this series of studies annually, allowing marketers to measure improvement or decline year by year."

FCW posts largest revenue month ever

Federal Computer Week closed June as the largest revenue month in the its history with revenues of $1.14 million. This figure is 65% higher than revenues for the same month last year.

With 10 months of the fiscal year sold and booked, *FCW* forecasts ending the year significantly above its FY92 operating plan. President **Ken Kaplan** attributes *FCW*'s revenue growth and success to the "team approach" led by effective sales, editorial, circulation and operations management. "*FCW* is operating with the cohesion, sense of mission and attention to fundamentals that are the components of successful companies. The company has now developed the maturity and assertiveness to focus on expanding through possible acquisitions and new launches—some of which are now in the planning stage," Kaplan said.

On line



ASK PAT

Q My business unit (and, from what I hear, a lot of others) is suffering a lot from unpredictable month-to-month fluctuations in business. We cannot forecast accurately what our advertising bookings will be next month. What is driving the industry these days, and why is business so unpredictable?

A A combination of an economic slowdown affecting computer markets in most major countries and unstable prices for computer hardware have created a bargain-hunting attitude among computer buyers. The results are surges in buying when lower prices are announced and then big drops in buying levels when customers hear of an impending product upgrade or price cut, thereby delaying their spending until the new announcement.

Advertisers have reacted to this unstable sales pattern by making their advertising decisions at the last minute, deciding just before ad closing date what level of product promotion advertising is appropriate for current business conditions. IDG publications should seek to stabilize their revenue by persuading advertisers on the importance of running steady corporate image campaigns to keep their company and its capabilities at a high preference level among potential buyers. They can then leverage off of their ongoing corporate image campaign with their spot product promotion advertising.

In addition, publishers should seek other sources of steady revenue, such as higher numbers of and prices for paid subscriptions and single copies, as well as newsletters, report and video series, and other services they can sell to their readers.

Q I keep reading in *World Update* about IDG entering new countries. Is it worth the time and investment to do this? Shouldn't we be concentrating on the U.S. and a few other large markets?

A Because of the economic slowdown in major countries, computer companies are looking to enter new, high-growth national markets. Such fast growth is coming from areas such as Southeast Asia, Central and South America and Eastern Europe. The fact that IDG is developing market research, publications and expositions in these developing countries is seen as a very positive benefit by our clients. They can count on IDG to be in all countries that together account for 90% of the computer market worldwide. We are the only company that truly offers global market access. Neither the amount of financial investment or the amount of headquarters' management time needed for this activity interferes in any way with providing our operating units the financial resources and support services they need to accomplish their business plans.

Q If I want to make a proposal to IDG for a new business venture, does it have to come from my business unit, or can I do it on my own?

A If the proposed new business venture is one that your current business unit could logically undertake, then you should discuss it with the management of your current business unit to see if they would like to adopt and support it within their current operations. If it is outside of their market and business area, you are free to send it directly to IDG Headquarters for evaluation and consideration.

Q Has IDG considered having a sabbatical leave plan?

A Our human resources department conducts employee benefit surveys several times a year. One of these identifies the types of additional benefits most desired by our employees. Another identifies the benefit programs offered by other firms in the information industry.

Results of these surveys show that very few organizations in our industry offer sabbatical leave programs, and such programs are not mentioned very often as ones strongly desired by IDG employees.

IDG does currently provide many time off and leave programs. For example, in January of this year, IDG added to its U.S. benefit program a family care leave program to provide time off for employees to care for a newborn or adopted child, or to care for an ill family member. Family care leaves or other leaves and time off programs should be discussed with your local human resources department to determine which programs meet your individual needs.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith*

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

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ComNet West, Object World triumph in Bay Area

Two independent World Expo Corp. shows, ComNet West and Object World, shared similarities not just in their dates and locations—July 20-23 in San Francisco—but in attendance figures that surpassed last year's totals. ComNet attracted with a total of 8,013 attendees, a 16% increase, while Object World drew more than 4,800 a 182% increase in attendees.

Produced by World Expo Corp. and sponsored by *Network World*, ComNet San Francisco featured 50 conference sessions, nine full-day tutorials and an Executive Symposium that enabled senior-level managers to explore solutions to business concerns of the '90s. The exhibit floor held 84 companies in 212 booths.

Highlights included keynote presentations by Eric Benhamou, president and CEO of 3Com Corp., and Pacific Bell's Jack Hancock.

According to Show Manager **Therese Merrell**, the conference program was well attended, drawing 422 participants. "Preregistered conference attendees will continue to reap the benefits from ComNet San Francisco with their complimentary copy of the MarketDisc, a special interactive CD-ROM disc developed by IDG's Emerging Technology Applications division," she said.

[illegible] Photographers

Before Eric Benhamou's (L) keynote, Robert Harrold, ICA board member, and WEC's Cherif Moujabber and Bill Leitch announce the ICA/CN merger.

This was the first time ETA had offered the disc at ComNet, and it featured the show's entire Program Buyer's Guide and New Product Directory, as well as key articles from *Network World* and *Computerworld.*

In a major announcement during the show, WEC and the International Communications Association (ICA) outlined plans to merge ComNet West and ICA Expo. The combined show will take place in Dallas, ICA's home base, May 16-20, 1993. In addition to an exhibition, the event will feature an extensive conference program managed by the two organizations.

The joint venture is a response to the changing communications marketplace and will maximize attendee strengths from each show. The ICA show, begun in 1965, attracts telecommunications decision-makers from major end-user corporations interested in private and public data, voice and image networking technologies. ICA has a strong international telecommunications flavor, as it represents a majority of multinational Fortune 500 companies. ComNet targets users and vendors of public networking, network computing, multivendor connectivity and LAN, WAN and internetworking products and services.

"ICA's proven strengths in drawing corporate communication executives and international vendors with ComNet's strong voice and data communications audiences will offer both exhibitors and attendees one forum for the latest products and industry developments," said WEC President **Cherif Moujabber**.

ComNet Washington will continue to be held independently.

OBJECT WORLD
EXHIBITS
[illegible] Photographers

Members of WEC's Object World '92 team try on the Qualix Group's giveaways: (Left) Cherif Moujabber, Letitia Clementi, Mary DeCristoforo, David Ferrante, Gabriella Reyes, Bill Hoffman (OMG), Bill Sell, Martha Watjen and Rich Caplan.

OBJECT WORLD IN SECOND YEAR

During Object World '92, the industry's only event that focuses on the business and technical aspects of implementing object-oriented technology, exhibitor figures were up 76% from last year, with 65 vendors of object-based hardware and software. Object World also included a full day of in-depth tutorials and three days of conferences.

One highlight was the panel discussion on object technology's role for the software industry, which attracted more than 2,400 attendees and featured Steve Jobs, chairman/CEO, NeXT Computer; Joseph Guglielmi, chairman/CEO, Taligent; and Philippe Kahn, chairman/CEO, Borland International, among others.

Other highlights included a keynote address by Esther Dyson, president of EDventure Holding Inc., and a session chaired by SunSoft Inc.'s Richard Probst to discuss supporting current object technology standards. Later, *InfoWorld* Publisher/CEO **Bob Metcalfe** discussed how and when object technology will break into the software development mainstream.

Winners of the first Computerworld Object Application Awards, a program sponsored by *CW*, the Object Management Group (OMG) and Object World, were announced during a special reception sponsored by IBM. One German and four U.S. companies were cited for their successful uses of object technology for inhouse applications.

Created as a joint venture of the World Expo Corp. and OMG, next year's Object World will be held in Boston February 2-4 and San Francisco June 15-17.

IDG JOB OPPORTUNITIES

• NEW POSITIONS THIS WEEK •

August 10, 1992

*The **Job Opportunity Listing** will be published weekly in the **IDG World Update** indicating the available positions in each division. For new positions that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

FINANCE ASSISTANT (IDG)

Responsibilities include handling correspondence with worldwide operations, phone coverage, filing, maintaining leases, spreadsheet work, and overall administrative support for the Director of Financial Planning and CFO. Candidate should possess a minimum of 3 years related experience, preferably in an executive or corporate setting. Ideal candidate will have spreadsheet experience and a demonstrated interest in finance or accounting.

ASSISTANT ASSOCIATE EDITOR (IMI)

To help develop editorial copy, assistant staff and Associate Editor, and act as a representative of the magazine. Area of focus will be print, prepress and production. Must possess strong writing skills and editing skills. Knowledge of the computer desktop publishing industry desirable.

MANAGING EDITOR (IMI)

To coordinate the flow of editorial and art into the magazine; to enforce deadlines; to help map out the magazine; to help determine the magazine's editorial direction. Must possess a working knowledge of desktop publishing; including hardware and software, as well as of the their needs, desires and plans of people who might use this technology. Excellent writing, editing and journalistic skills; excellent organizational and analytical skills; excellent phone skills. Creativity and self-motivation; ability to work well with others.

PRODUCTION MANAGER (MAC)

Purpose of job is to run day to day production operation, includes layout of magazine, imposition, paper inventory control. Supervise two production personnel. Requirements: 5 years minimum in magazine production, knowledge of EPS, Mac based software and strong customer service skills.

ASSISTANT EDITOR/LAB (MAC)

To run compatibility and performance tests on Macintosh hardware and software for features and review sections of the magazine. To help the Associate Editor supervise testers and work with vendors while testing products. To write lab notes four to six times a year and do technical reads as required. Bachelors degree in Computer Science, Electrical Engineering or equivalent experience and a thorough knowledge of Macintosh hardware and software. Basic familiarity with the editorial process and writing and editing skills adequate to perform duties.

SALES ASSOCIATE (MAC)

Assist in the daily dealings with *Macworld*, Silicon Valley, customer base-sales records, fulfillment of media kits, research or other information, revenue/ad page reports. Position will include bringing advertisers into *Macworld*. Excellent phone skills, sales knowledge or publishing knowledge a plus. Proficiency with MS Word, Excel, FileMaker Pro are essential. High level of organization required - ability to multi-task.

CIRCULATION DIRECTOR (GPI)

Candidate will manage all in-house circulation related activities. Expertise in budgeting, forecasting, and computer modeling required as well as 5-10 years diversified circulation experience with consumer and start-up magazines.

Please contact the Human Resources Department of the respective division for more detailed information on these job openings.

Job Opportunities

Revised: August 10, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Finance Assistant	IDG Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	B. Corry	(508)935-4416
IDG	Executive Sales Assistant	*Marketing Srvs. Div.* Stamford, CT	M. Cornetta	(508)935-4734
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC	Account Manager	*LOTUS*, San Francisco, CA	J. Edman	(415)978-3250
LPC	Inside Sales Representative	*LOTUS*, Cambridge, MA	M. Cornetta	(508)935-4734
LPC	Managing Editor	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
LPC	Associate Editor/Senior Writer	*LOTUS*, Cambridge, MA	P. Bartolik	(617)225-6890
WEC	Mailroom Coordinator	111 Speen St., Framingham, MA	M. Cornetta	(508)935-4734
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accountant/Financial Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Regional Sales Manager	Midwest	B. Corry	(508)935-4416
CBP	Marketing Director	*CBP*, Wakefield, MA	B. Corry	(508)935-4416
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	B. Corry	(508)935-4416
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Production Manager	*Macworld*, San Francisco, CA	A. Foley	(415)978-3316
MAC	Assistant Editor/Lab	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Sales Associate	*Macworld*, San Francisco, CA	C. LaFrance	(415)978-3296
MAC	Design Associate	*Macworld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Direct Sales Account Mgr. - East	*Macworld*, San Francisco, CA	B. Schneider	(415)978-3138
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
TIS	Regional Sales Manager	TIS Corp., Midwest	P. Doggart	(508)935-4379
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI*, Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
CWDD	Client Services Representative	CW Database Div. , Framingham, MA	J. Carpenter	(508)875-5000
BCP	Advertising Sales Manager	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Senior Accountant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Manufacturing/Distribution Coord.	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

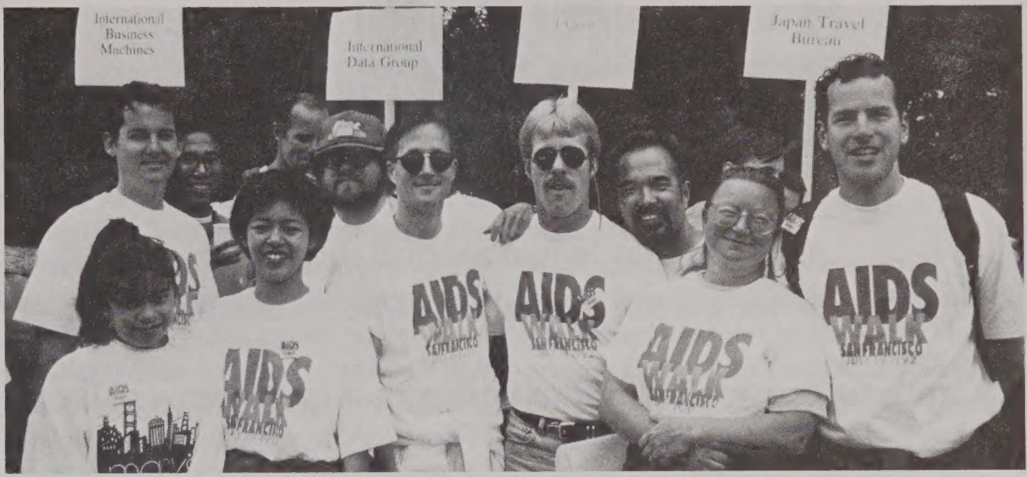
West Coast units raise over $6,500 for AIDS research

More than 40 employees and friends of *PC World, Macworld, Publish, NeXTWORLD, InfoWorld* and *GamePro* participated in the 10 kilometer walk in San Francisco last month to benefit AIDS-related causes. The IDG West team raised over $6,500, a good portion of which will be matched by the individual companies. The annual event attracted 15,000 walkers this year and raised $2.5 million.

Macworld Senior Associate Editor/Features **Jim Martin** raised the most money, $1,501, and won a weekend getaway at a bed and breakfast inn. Second prize went to **Lawrence Manuel** of *Publish*, who raised $806 and won a dinner for two. The following third-prize winners received gift certificates at a local sporting goods store: **Rob Rubright** (*InfoWorld*, raised $610), **Anne Marcus** (*InfoWorld*, $520), **Paul O'Neil**, (*PC World*, $475), **Kent Tayenaka** (*Macworld*, $425) and **Mark Glaser** (*InfoWorld*, $305).

To further encourage participation in the walks, IDG Corporate initiated a friendly competition this year among business units and challenged them to vie for the honor of raising the most money per capita during their local AIDS walks. The East Coast emerged victorious, as IDG List Services ranked first with $2,500 (an average of $200 per employee). They received an engraved silver bowl, which will be passed along to the following year's winner.

Honorable mentions went to IDG Headquarters ($2,300, $90 per employee) and World Expo Corp. ($2,900, $85 per employee).



Macworld

West Coast walkers included: (front, left) Celina Chico, Maria Chico (*PCW*), Jim Martin (*Macworld*), David Zink (IMI), Michelle Reyes (PCW Central Services) and Paul O'Neil (*PCW*). (Back, left) Joe Brandon (PCW Central Services), Lawrence Manuel (*Publish*), Lincoln Spector (*PCW*, in hat) and Kent Tayenaka (*Macworld*).

IDG COMMUNICATIONS
LIST SERVICES

World Update

IDG List Services raised the most money per capita. (Front, left) Luanne Newman, Mary Ann Doolin. (Back, left) Chip Zaborowski, Nancy Hannagan, Deb Goldstein, Steve Tozeski and Andrew Sanbrook. Not pictured is Pat Sims.

Open

- FROM PAGE 1

nounced that the division, now known as Open Systems Publishing, has acquired *Systems Integration Business* from Cahners Publishing.

While there are no plans to continue publishing *Systems Integration Business*, use of the publication's circulation list, editorial contacts, and research files will help ensure that *Open Systems World* will be going to the key buyers in the field as well as top corporate IS professionals.

The company's scheduled move to more spacious quarters in Boston will go ahead as planned.

All correspondence for Open Systems Publishing should be addressed to 77 Franklin St., Boston, MA 02110. The telephone (617-482-84700 and fax (617-426-4456) numbers remain the same.

Mailing address change

Please use the Post Office box number when corresponding with *PC World Ecuador*:

Ecuasistem
P.O. Box 17-07-8787
Inglaterra 1373 y Av. Amazonas
Quito, Ecuador

1993 IDG Photo Calendar Contest

Another year is just around the corner...
and it's time for the 9th annual IDG Photo Calendar Contest!

Capture your world on film with a chance to earn a place in the 1993 IDG Photo Calendar! Simply choose the subject(s) and location(s) and start shooting!

CONTEST RULES

- Submit up to two (2) color or black-and-white glossy prints or 35 mm slides. *Photos must be submitted as developed. No retouching will be allowed.*
- Entries **must** be clearly labeled with **your name, business address and telephone number and a photo title.**
- All entries will be judged by a panel of IDG representatives who will choose the twelve outstanding entries to be featured in the 1993 calendar.
- **Winners will receive:**

1st Prize	US $250.00
2nd Prize	US $100.00
3rd Prize	US $ 75.00
Honorable Mention (9)	US $ 50.00

Please send entries to:
IDG Photo Calendar Contest
c/o Jennifer Davy
IDG Human Resources
5 Speen Street, Framingham, MA 01701

Entries must be received by September 30, 1992.
Entries will only be returned upon request.

Ray Corbin celebrates 10 years with IDG

World Update

Pat McGovern (L) recently escorted Ray Corbin to lunch at the Ritz-Carlton in Boston in honor of his 10 years of service with the company.

Ray Corbin's first role with IDG was a four-year stint as district sales manager in New Jersey for *Computerworld.* In 1986, Corbin signed on with *Digital NEWS* as a member of the start-up team, serving as southeast regional manager. He was promoted to national sales director in January 1990 and appointed associate publisher in the spring of 1991. Corbin is currently playing a pivotal role in the start-up of one of IDG's newest publications, *Open Systems World.*

A graduate of Upsala College in East Orange, N.J., Corbin splits his time between Boston and New Jersey, where his wife Joan works. They enjoy spending summer vacations on Cape Cod. Outside the office, Corbin is an avid reader and enjoys working on computers.

Noteworthy !

InfoWorld welcomes **Daphne Fadelli** as its new distribution coordinator. In her new position Fadelli will be responsible for tracking postal receipts of publication shipments. Outside the office, Fadelli is a franchised Jazzercise instructor in San Mateo, Calif.

■ ■ ■

McCarron

Christine McCarron is the new receptionist/clerk at TIS Corp. where she will be handling a variety of tasks including answering the telephones, updating the monthly research schedules, weekly production reports and contact lists, and assisting in the production and distribution of mailings. McCarron joins IDG from Framingham State College where she worked as a clerical assistant in several academic offices. She earned a BA in psychology of work behavior from Framingam State College and enjoys running, camping, hiking, biking and performing occasional car repairs.

■ ■ ■

Robert Speicher has joined TIS Corp. as its new western regional sales manager responsible for sales of TIS products and services in the western region. Prior to joining IDG, Speicher was director of sales and marketing for Multidata Corp., a San Jose, Calif., applications software company Speicher earned a BA in psychology from San Diego State University and an MBA from Pepperdine University in Malibu, Calif. Outside the office he enjoys participating in a variety of sports including running, golf and tennis.

■ ■ ■

Samantha Fuetsch has recently come on board at *Publish* magazine where she is the new designer. No stranger to IDG, Fuetsch previously worked as a senior designer/art director for Earl Office, a graphic design studio that handled the design, art direction and production of *NeXTWORLD* magazine. Fuetsch holds a FBA in graphic design from the Art Center College of Design in Pasadena, Calif.

Doyle

PC World's new public relations manager is **Lee Doyle.** Doyle will handle a variety of responsibilities including agency management and overseeing production of the publication's monthly *Marketing Edge* newsletter, which is sent to *PC World* advertisers. Doyle comes to IDG from the San Francisco Art Institute where she was assistant director of communications. She holds a BA in French from San Francisco State University and enjoys swimming and creative writing in her spare time.

■ ■ ■

Michael Peterson has joined *CIO* as production associate responsible for internal trafficking, quality control and agency contact. Previously, Peterson was a production associate with the advertising agency of Hill, Holliday, Connors, Cosmopoulos Inc. An avid runner, Peterson completed his first Boston Marathon in April and holds a BA in humanities and an MBA in marketing from Providence College in Rhode Island.

Anniversaries

FOURTEEN YEARS

Karen Elliott - *Computerworld*
Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

TEN YEARS

Saiman Hui - IDC China/Hong Kong

NINE YEARS

Mary Fanning - *Network World*
Ernest Chamberlain - *Computerworld*
Jay Novack - *Computerworld*
Carolyn Novack - *Computerworld*

SEVEN YEARS

Ritva Kokkonen - IDC Finland

SIX YEARS

Leigh Hometh - *Computerworld*
Catherine Gagnon - *Computerworld*
Stéphane LaCroix - IDG France
Maxine Czysnok - IDG Australia

FIVE YEARS

Ove Heggedal - IDG Norway
Mary Fleury - *Computerworld*

FOUR YEARS

Lindsay Davidson - *Macworld*
Carol Person - *Macworld*
Deborah Branscum - *Macworld*
Scott Finlay - *Network World*
Wayne Eckerson - *Network World*
Marla Miyashiro - *PC World*
Marlene Tobias - *PC World*
Megan Santosus - *CIO*

THREE YEARS

Lisa Espinoza - *Macworld*
Phyllis Nazarian - IDC
Kelly Conlin - IDG
Cynthia Davis - *LOTUS*
Karen Moltenbrey - *Network World*
Cherif Moujabber - WEC
Adam Power - IDG Australia

TWO YEARS

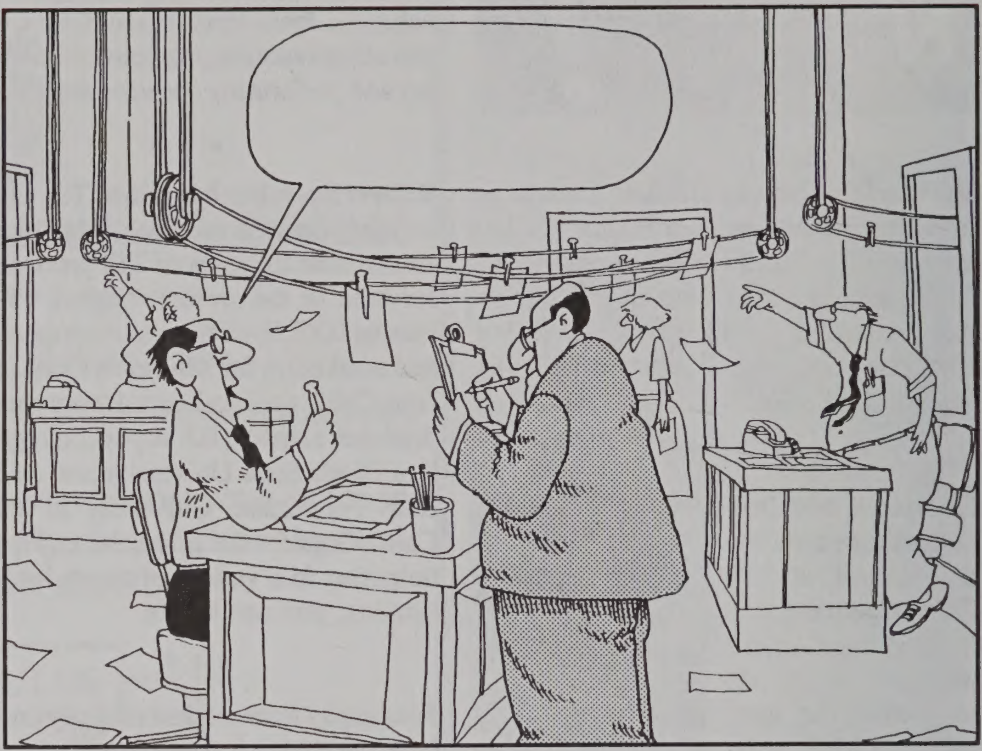
Lisa Ladle - *Macworld*
Kathleen Edwards - *LOTUS*
Melissa Holmes - *LOTUS*

ONE YEAR

Wendy Sharp - *Macworld*
William Bernardi - IDC
Maureen McCann - WEC
Wendee Hayman - *SunWorld*
Graciela Eulate - *NeXTWORLD*

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Debbie Burke will receive an official "Off line" T-shirt, and the honorable mention winners below will receive IDG World Update stadium cups.



"You'll notice that our 'clip art' library is still in the primitive stages."

- Debbie Burke, *Electronic News*

"Well, really the only problem I see is that without a direct line to Shirley, memos have to go through Fred. And that's rather inefficient."

- Sue Gross, A+ Publishing

"We couldn't afford Lotus Notes, so we decided to roll our own."

- Greg Cline, ISG

"Yes. Yes we were the beta-test site for the first LAN. Why do you ask?"

- John Currey, IDC Canada

"When you said we were going 'on-line,' I had no idea...!"

- Sally Sinclair, CW Database Division

(In 1942, Martin had already invented the file server.) "As a matter of fact, I *do* have an idea on how we can improve efficiency. Why not link a pulley from each desk to mine?"

- Derek Hulitzky, *Computerworld*

"Look, if this is the boss' idea of the company becoming fully networked, I think I'm gonna have to lodge a formal complaint!"

- Trace Weatherford, IDC Irvine

"This is definately better than the pigeons, but do you think we could upgrade to the clothespins with the springs in them?"

- Cynthia Frederick, IDC West

"Hank, when I said getting everyone on-line would really help out our paper-flow problem, this is not what I meant!"

- Alan Farias, CW Database Division

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

IDC's Kirk Campbell looks for worldwide growth, profits
- PAGE 3

Off-site: Employees find satisfaction in volunteer work
- PAGE 4

Corporate stars honored at summer picnic
- PAGE 5

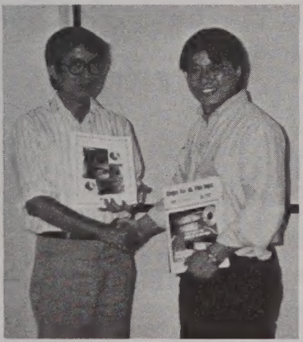
IDG World Update

VOLUME 22, NUMBER 33

AUGUST 17, 1992

PC World Vietnam set for fall debut

IDG has signed an agreement to launch *PC World Vietnam*, the country's first computer publication. The new publication will be targeted to PC users and decision makers, offering guidance for using and buying PC hardware, software and peripherals.


IDG

Hugo Hsiung, IDG's associate for Asia business development, with Dr. Nguyen Trong, publisher of *PC World Vietnam*.

IDG's Vietnamese publishing partner, the Center for Scientific and Technological Information (CSTI), is headquartered in Ho Chi Minh City, formerly Saigon. CSTI has been publishing the bimonthly *Electronics and Informatics* for the past seven years and is also involved in a number of other ventures, including market research. *E & I*, which now has a paid circulation of 2,500, will be redesigned and relaunched as the monthly *PC World Vietnam* in October. With an in-

- SEE PAGE 2

MACWORLD Expo/Boston draws record crowd of 52,000

With in-depth conferences and hundreds of exhibitors packed into two of the city's largest exhibition halls, MACWORLD Expo/Boston satisfied the cravings of the most ardent technical wizards while captivating new users with the power of the Mac. Attendee figures for the August 4-7 show topped 52,000, 3,000 more than last year.

Like its sister show, held each January in San Francisco, Boston's MACWORLD Expo was managed by Mitch Hall Associates, produced by World Expo Corp. and sponsored by *Macworld* magazine.

"Just looking out over the show floor and feeling the energy from 400 exhibitors and more than 50,000 buyers is enough to make any publisher feel proud," said *Macworld* President **Jim Martin**.

"The team at Mitch Hall and Associates and the team at *Macworld* did the best job yet of bringing buyers and sellers together. All that commerce taking place under the *Macworld* logo—you just have to love it!"

For the first time at a U.S. MACWORLD Expo, attendees received an interactive CD they could run on numerous terminals throughout the exhibit halls. The disc contained a list of exhibitors and product information, a guide to the MacResource Center and lists of conferences and MACWORLD Expos around the world.

MACWORLD EXPOSITION
WELCOME
World Update

This year's show drew 3,000 more attendees than last year's event.

The conference program allowed attendees to create their own agenda from 13 separate tracks, five more than last year, including design, multimedia, connectivity, big business and entertainment.

Numerous *Macworld* staff participated as faculty, including Associate Editor/Departments **Cathy Abes**, Senior Editor/Departments **Deborah Branscum**, Senior Associate Editor/Lab Manager **Chip Carman**, Senior Editor/Features **Cheryl England**, Contributing Editor **Erfert Fenton**, Associate Editor/Features **Galen Gruman**, Contributing Editor **Steven**

- SEE PAGE 2

Vietnam

- FROM PAGE 1

creased focus on newsstand distribution and a mix of controlled and paid subscriptions, the initial circulation will be 10,000. *PC World Vietnam* will be published in Vietnamese and will serve a market with an official estimate of 20,000 PC installations. Ho Chi Minh City alone accounts for nearly two-thirds of Vietnam's total PC market.

"Since Vietnam launched its *doi moi* [reform] program in December 1986, the country's economy has become increasingly more market-oriented, with 70% of the economy now oriented to the private sector," said IDG Chairman **Pat McGovern.** "With a highly literate [90% of all adults] population of 66 million, Vietnam is a large emerging market for PC technology. The University of Ho Chi Minh City alone has more than 2,000 students majoring in computer science."

In Vietnam, prospective computer science majors must survive strenuous national exams before being considered for enrollment in a computer science program which only accepts 6% of its applicants.

Under current conditions, U.S. companies are prohibited from direct investment in Vietnam due to the U.S. trade embargo. However, a Congressional amendment permits an exchange of informational materials. Therefore, *PC World Vietnam* may translate news reports and articles from its sister *PC Worlds*. Once the embargo is lifted, IDG and CSTI will become joint venture partners.

Asian liaison

Hugo Hsiung, IDG's associate for Asia business development, is available to work with IDG offices interested in exploring market opportunities in Asia, as well as Asian IDG operations looking to improve or expand existing businesses. Hsiung reports directly to IDG Chairman Pat McGovern and is based at IDG Headquarters in Boston: One Exeter Plaza, 15th floor, Boston, Mass., 02116, telephone (617) 534-1200, fax (617) 859-8642.

MACWORLD

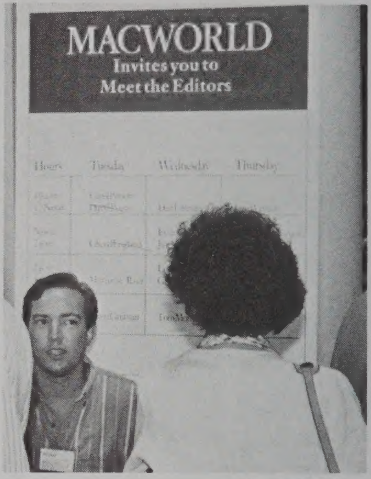
- FROM PAGE 1

Levy, Associate Editor/News **Dan Littman**, Editor **Adrian Mello**, Contributing Editor **Tom Negrino**, Senior Editor/Reviews **Carol Person** and Associate Editor/Features **Charles Piller.**

In addition to participating in a conference track on education, educators could discover new software solutions and take a break from the show floor at the MacResource Center sponsored by Apple Computer, MACWORLD Expo and A+ Publishing.

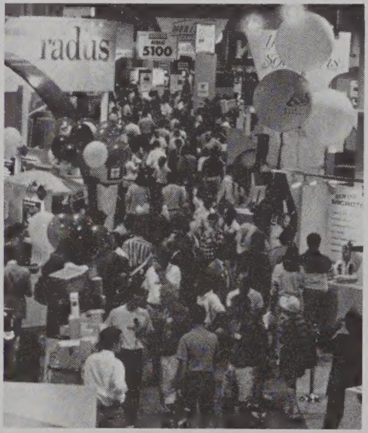
Where In The World Is
Macworld Expo?

Setsurou Tamai, WEC Japan; Nancy Ferguson, WEC; Deborah Paul, WEC; Mary Cornetta, IDG HR, Mike Blackman, WEC Germany gather at MACWORLD Expo International booth.



Photos by World Update

Dan Littman, *Macworld* associate editor/news, chats with an attendee.



Attendees packed the floor during the four-day show.

THE MACWORLD
RESOURCE CD
Your interactive resource for the latest technology news and product information.

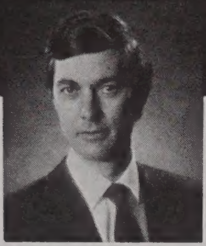
Amy Carroll, of Macworld CD Ventures (at right), discusses the group's new product.

FUSION
8040 ACCELERATORS
COMPUneering

Milissa Koloski (right), director of U.S. sales for IDG Books, watches the crowds line up at one of IDG Books' very popular book signings.

On line

ASK KIRK



*From time to time, "On line" features guest columnists. **Kirk Campbell**, president and CEO of International Data Corp., takes a turn this week.*

Q I understand that IDC is holding the European IT Forum in Venice for a second year in a row. Is this event going to be held annually and will it always take place in Venice?

A Yes, the second annual IDC European IT Forum will take place this September 23-25 in Venice. IDC definitely plans to continue this event in future years. With 57 speakers, this will be the most comprehensive conference focused on European IT issues. This event is rapidly becoming a key networking event for European IT decision makers. Venice has some of the best conference facilities in Europe and we plan to continue with this attractive venue in the future.

Q My business unit has continual problems getting information from IDC to use in our publication and even in getting analysts to return our calls. Does IDC have any sort of a policy on working with the publishing units?

A IDC management encourages every research analyst to provide as much information as possible to the editors of IDG publications. We have one full-time employee in Framingham whose sole responsibility is to handle inquiries from the press and make sure inquiries are answered as quickly as possible. Of course, IDC analysts are extremely busy since they must juggle multiple responsibilities including regular visits to clients and prospects, writing research and answering inquiries from clients. Our analysts' first priority is to answer inquiries from our customers and then handle press inquiries.

Q Are there are plans to open new IDC offices within the next year in countries where we currently do not operate?

A Yes, our long-term goal is to catch up with IDG! The most important country (from an IT market-size perspective) which we are currently missing is Spain. We are actively looking for a local partner with whom we can open an office there.

Other countries where we are likely to open an IDC office in the next year are Czechoslovakia, Colombia, Chile and Indonesia. Turkey, Bulgaria and Vietnam also are possibilities in 1993.

Q I understand that IDC is establishing something called a National Accounts Council. What is this and what will be its function?

A IDC's U.S. sales team proposed that we establish a special program in order to strengthen our relationships with major customers. As a result, IDC's dozen largest customers (those spending more than $250,000 per year with us) were invited to join the IDC National Accounts Council. We have developed a list of special benefits which these customers receive as recognition for their valued status with IDC.

In addition, we are inviting two representatives from each company to attend an annual meeting at IDC during which we will get feedback from them about how we should fine tune and reposition our products to better meet their needs. The first National Accounts Council meeting will take place this October in Boston. The new program is off to a great start and we expect it to lead to increased business for IDC.

Q The last figures I heard quoted were that IDC U.S. is now profitable but that overseas IDC still loses money. When will all of IDC make money?

A IDC U.S., which makes up over half of IDC's total revenues, will earn in FY 1992 a handsome profit representing about a 7% profit margin. This will be the second year in a row that IDC U.S. is profitable. IDC's overseas business will report a loss this year, which was budgeted. The overseas loss is a much lower loss than in previous years. IDC in total (U.S. plus international) should just about break even this year. In the new fiscal year, IDC in total is budgeted to and will earn a substantial profit.

Q You have been head of IDC for over a year now. What are your reflections? What progress has been made and what still needs to be done?

A IDC has clearly made a great deal of progress in the past year. We have a tremendously dedicated team of employees who all have worked very hard to turn IDC around. In the U.S., we are increasingly recognized by IT vendor companies as the best market research company to work with. In Europe, we have made great strides in improving the quality of our research and in developing an organization which is focused on and is successful in meeting client requirements. In Asia and Latin America, we are establishing IDC as the company to work with for regional market research.

What more needs to be done? Plenty. IDC's goal is to become the undisputed leader worldwide in providing market research to IT vendors. We need to invest more in end-user market research and in building databases. We need to better leverage our international network of research offices. We need to provide more timely and tactical market research to our clients. The IDC team is focused on these objectives and succeeding as exhibited by the progress we are making in the marketplace.

Lowe named editorial director at *IW*

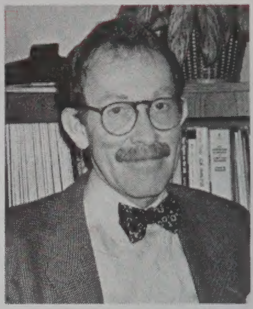
Michael Lowe, *InfoWorld*'s senior vice president/director of operations, has been appointed to the newly created position of editorial director where he will be responsible for day-to-day management of the publication's editorial and production operations.

In announcing the appointment, *InfoWorld* Editor-in-Chief **Stewart Alsop** said, "Along with the industry we cover, *InfoWorld* has matured rapidly in recent years. We now have a combined editorial, production and product testing staff of more than 75 people.

"With immediate plans to add eight more editors, we see no end in sight to the publication's growth. Lowe's proven editorial and administrative experience ensure that we will maintain high standards for quality even during this rapid expansion."

Lowe will continue to hold the title of senior vice president. In this capacity, *IW* CEO/Publisher **Robert Metcalfe** said he "will also continue to work with the senior mangement team as we shape the overall future of the company."

Lowe, 47, has been with IDG for 14 years. In nine years with *InfoWorld*, he has held a variety of posts, serving as managing editor and editor-in-chief in addition to his most recent role.



Lowe

World Update

Off-site

People who volunteer their time to help others often gain a measure of personal satisfaction that can't be equaled by a paycheck. Just ask **Sherry Goodrich** and **Leslie Johnson**, both employees of IDG's Marketing Services Divison and both volunteers with Big Brothers/Big Sisters of America.

Goodrich, MAP Program Coordinator, has been a Big Sister to Aimee, now 13, for close to three years. Goodrich got involved with the program because, she says, "Charity starts at home. You have to pick something close to you and go with it."

The application process to become a Big Sister was intense. She took a psychological test, completed an extensive questionnaire, and had several formal interviews with the organization. "It was more grueling than some job interviews I've had," Goodrich said. She was approved and was given the difficult task of choosing a Little Sister from a list of three girls, based on interests identified in questionnaires.

She met with Aimee, then 11, and her grandmother, with whom she lives. The three of them liked what they saw in each other, and Goodrich and Aimee began the weekly outings that Big Brothers/Big Sisters requires for the first relationship-building year. Today, they still get together once every two to three weeks for activities ranging from spending the day at the beach to going to the movies to hanging out at Goodrich's. Usually it is just the two of them, but a couple of times Aimee's brother, who is on the lengthy waiting list for a Big Brother, has joined them.

Goodrich said that children get into the program for a number of reasons. They may not have many adult figures active in their lives; they may be recommended to the program by a counselor; they may just feel lonely and want someone to talk to. The children benefit; so do the volunteers. "I am helping someone to grow up and that feels good," said Goodrich.

Johnson, MSD Manager of Sales Operations, has had a somewhat different volunteer experience in her 12-year association with the program. Her little sister, Samantha, is now a 22-year-old college student at Wesleyan in Connecticut. "We're what's called an 'independent match,'" said Johnson, which means that they've gone beyond the age and time scope of the usual Big Sister/Little Sister relationship. "We're mostly just friends now, even with our age difference," said Johnson, "although sometimes Samantha will call me from school wanting to talk with a kind of mother figure."

Johnson initially entered the program to explore her interest in having children of her own. "I come from a small family, and I wanted to see if I would enjoy having a relationship with someone younger," she said. She was matched up with Samantha, who is the daughter of an interracial couple who divorced, her father returning to his native Africa. Unlike many kids in the program, who come from disadvantaged backgrounds, Samantha's mother, who is white, was interested in the Big Sister organization as a way to provide her daughter with a relationship with a black woman as a role model. The idea worked. Johnson still sees Samantha during school break and has gone to Wesleyan to attend plays directed by her former Little Sister, who is now six feet tall.

World Update

MSD's Sherry Goodrich (left) and Leslie Johnson have derived much personal satisfaction from their work as Big Sisters.

For Johnson, being a Big Sister has meant "putting things in perspective in terms of what's not important," such as minor daily irritations and problems. Looking at the young adult that Samantha has become, Johnson says, "It helps me to know that I was helping her."

Johnson and Goodrich would be glad to speak with anyone interested in considering becoming a Big Sister or Big Brother.

IDG JOB OPPORTUNITIES

• POSITIONS OPEN AS OF •

August 17, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new positions that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

NATIONAL ACCOUNT ANALYST - 2 (IDG)

Conduct a wide variety of critical analyses for the Marketing Services Division, including background research on technology and marketing issues facing IDG's largest customers, that will assist MSD's president and sales executives prepare for meetings, write proposals and develop ideas to broaden our customer relationships. Requires excellent analytical ability, knowledge of high-technology marketing, and proven communication skills. The ideal candidates will accompany IDG executives on sales calls and manage projects that come out of such client contact. Opportunities on both East and West coasts.

SENIOR MARKETING PROMOTION SPECIALIST (CIO)

Responsible for writing, editing, and producing media kits, promotion brochures, direct mail pieces and other collateral to position CIO in the marketplace. Minimum of five years experience in marketing communications/ sales promotion.

ADMINISTRATIVE ASSISTANT (IMI/PUB)

To perform administrative and clerical tasks for two account managers. Must be Mac literate in Word and Excel. Knowledge of graphics programs a plus. Heavy clerical and administrative support which includes phones, word processing, client contacts, filing, photocopying. Highly organized and detail oriented with excellent written and verbal communication skills required. Prior customer service and/or publishing experience preferred. Minimum of 1 year clerical experience required.

ASSOCIATE EDITOR (PCW)

To develop high quality editorial copy in a timely manner, assign and develop manuscripts, write and edit articles, develop and manage authors, manage flow of articles in production, supervise other editorial employees, administer special projects, stay abreast of computer industry developments, represent publication in meetings with vendors and at trade shows, generate article ideas. Must have at least one year of editorial experience in computer publishing, good knowledge of computer industry, good writing and analytical skills. Ability to supervise and work well with others.

SALES ASSISTANT (CWPI)

Requires a computer literate, self-starter with strong organizational skills who can perform under deadline pressure. Duties include creating mail merges, processing insertion orders, developing and preparing presentations, maintaining database and providing customer service.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Thalia Ohara	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: August 17, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG	Finance Assistant	IDG Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Executive Sales Assistant P/T	*Marketing Srvs. Div.* Stamford, CT	M. Cornetta	(508)935-4734
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Sr. Marketing Promotion Specialist	*CIO*, Framingham, MA	E. Ouellette	(508)935-4605
CIO	Regional Sales Manager	Midwest	E. Ouellette	(508)935-4605
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Associate Editor	*PCWorld*, San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Rigby	(415)978-3287
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Production Manager	*Macworld*, San Francisco, CA	A. Foley	(415)978-3316
MAC	Assistant Editor/Lab	*Macworld*, San Francisco, CA	A. Mello	(415)978-3246
MAC	Sales Associate	*Macworld*, San Francisco, CA	C. LaFrance	(415)978-3296
MAC	Design Associate	*Macworld*, San Francisco, CA	L. Barton	(415)978-3328
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI*, Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI*, Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI*, Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
BCP	Advertising Sales Manager	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Senior Accountant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Manufacturing/Distribution Coord.	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

Corporate employees rewarded for stellar performance

Bi-annual STAR awards recognize service, teamwork

Five IDG corporate employees were honored for their outstanding service to the company at the recent Corporate Picnic earlier this month. Winners in the IDG Corporate STAR Program — designed to encourage, recognize and reward employees for exemplary service, teamwork and results — included Laura Sears, Maria Lanzillotti, Nancy Sheehan, Doreen Ferguson and Margaret McAvenia.

Laura Sears was recognized for her exemplary performance and upbeat attitude.

Laura Sears, who has been a bookkeeper in the accounting department for four years, was honored for her courteous service, positive, upbeat attitude and diligent performance. According to her nomination, "Laura's willingness to help makes her service exceptional. She is very accommodating to each and every client."

Tax Manager Maria Lanzillotti was recognized for the superior service she provides with quick, consistent and reliable responses to questions and her willingness to help out whenever needed.

"Maria truly deserves recognition as an IDG Corporate Star," noted her nomination. "Her calm, steady demeanor make her a pleasure to work with and she exhibits superior job results through the timeliness and quality of the information she supplies."

Nancy Sheehan (L) and Doreen Ferguson were honored for their work on MAP.

World Update photos

Maria Lanzillotti accepts her STAR award from IDG Vice President/ Corporate Human Resources Martha Stephens.

A special award was presented to IDG Group Controller Nancy Sheehan, Credit Analyst Doreen Ferguson and Application Analyst Margaret McAvenia for their extra efforts, dedication and hard work on IDG's Market Access Program (MAP).

"Since the beginning, these three have been dedicated to this project and have given 110%," noted Marketing Services Division President **Kelly Conlin** in presenting the awards.

"They recognized that the debits and credits they were moving hither and thither were about moving market share, about moving perceptions and about winning. They truly deserve the Corporate STAR award for their dedication and commitment to MAP."

Plaques honor corporate staff for five years of service

A new program has been instituted by the corporate HR Council at 5 Speen Street to recognize corporate employees for five years of service to the company. The awards will be presented twice a year. Pictured receiving their plaques at the recent summer picnic were (front row): Patty Sanclemente, Lucy Sheehan, Janet Glynn, Penny Stevens, (back row) Jim Falanga, John Robison and Bill Berghauer. Also receiving plaques but not pictured were: Renee Welling, Steven Hietala, Valerie Sanclemente, David Sanders, Laura Cameron and Frances Benedict.

World Update

Noteworthy !

PROMOTIONS

Debra Goldfarb has been promoted to director, high-performance research in the Workstations and High-Performance Systems (WHPS) program at IDC. In her new position, Goldfarb will continue to be involved in the core research — directing all high-performance primary and written research, implementing special studies, organizing new user-based studies, and leading custom consulting projects in areas beyond the scope of the ongoing WHPS program.

■ ■ ■

WorldExpo Corp.'s **Christine Krajewski** has been promoted to account manager for ObjectWorld. A two-year veteran of WEC, Krajewski will now report to Martha Watjen. "I've had the pleasure of working closely with Christine this past year and have appreciated her willingness to pitch in and do whatever it takes to get the job done," said Jonna Yager, WEC vice president of marketing. "Christine has certainly demonstrated her ability to manage marketing campaigns successfully and I'm confident that she will excel in this new position," added Yager.

Krajewski

World Update

TRANSFERS

Doug Barney, editor-in-chief of *AmigaWorld* for the past three years, has accepted the post of senior editor at *InfoWorld*'s Boston bureau.

Dennis Brisson, editor-in-chief of *RUN*, has been appointed to succeed Barney. Brisson, who brings more than 14 years of editorial management experience to the position, will continue his responsibilities at *RUN* while overseeing the budget and editorial direction and quality at *AmigaWorld*.

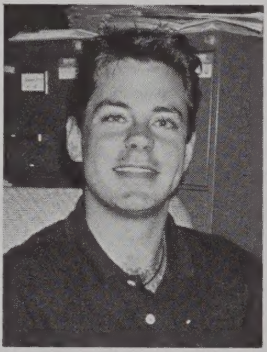
NEW EMPLOYEES

Christi Learned is the new assistant to the director of advertising sales at *Publish* magazine, where she will be providing administrative support and accounting, forecasting and budgeting support for the advertising sales department. Learned comes to IDG from Power Up Software in San Mateo, Calif., where she was an administrative assistant. She earned a BA in political science from the University of California at Los Angeles and makes time for volleyball, racquetball and aerobics.

Another new face at *Publish* is Associate Editor **Daniel Todd** whose primary responsibility will be to cover the integrated media market for the magazine. Todd earned a masters in journalism from the University of California at Berkeley and holds a BA in English from Amherst College. In his spare time, he enjoys shooting video and playing a variety of sports.

■ ■ ■

Kurt Johnson has recently joined IDC as a program analyst in the Services Business Research Group where he is responsible for the overall management of IDC's software integration and support program. Prior to joining IDC, Johnson was a strategic analyst and Digital Equipment Corp. He earned a BS in finance/marketing from Boston College and outside the office enjoys running and softball.


Johnson

World Update

Also new at IDC is **Marco Boer**, a senior research analyst responsible for tracking the printer market. Boer joins IDG from BIS Strategic Decisions in Norwell, Mass., where he was a senior market analyst. He holds a BS in marketing/international business from the University of Maryland and enjoys cars and sailing.

Mary Dolaher celebrates 10 years

World Update

Pat McGovern escorted Mary Dolaher to the Ritz-Carlton in Boston for her anniversary lunch earlier this month.

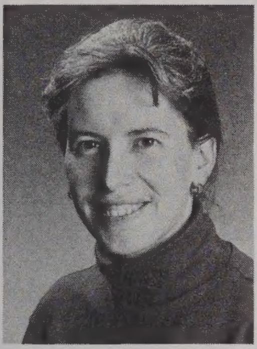
Mary Dolaher first joined the company as a receptionist at IDG Headquarters, moving on a year later to serve as an HR representative focusing on insurance issues. Twelve months later, she was named executive assistant to IDG Chairman Pat McGovern, where she managed an increasingly hectic schedule for McGovern during a period of tremendous growth for the company.

Earlier this spring, Dolaher was promoted to director of communications. She supervises IDG's corporate communications program, which includes the IDG corporate video and brochure, manages the employee recognition programs and works with IDG's PR firm on media-related matters.

Dolaher studied business management at Boston College. Outside the office, she enjoys going to museums, observing architectural detail during her trips abroad and spending time with her husband, Paul Bonarrigo of *Computerworld*, and two-month old daughter Caitlyn.

Chairman's Achievers

Susan Miller
Production Manager
Federal Computer Week


Miller
FCW

Susan Miller has been recognized as a Chairman's Achiever for her efforts in locating a new printer for *Federal Computer Week* that will result in a significant financial savings to the company as well as enable the publication to employ desktop publishing technology.

After Miller conducted an extensive analysis of all of *FCW*'s publishing options, the company signed a new contract with FRY Communications that will save the organization between $150,000 and $180,000 annually.

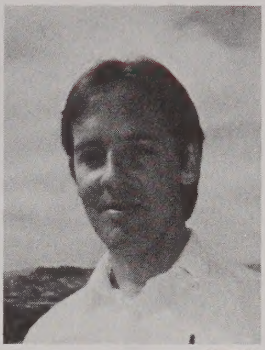
In addition, the contract, which includes an additional discount for multiple IDG publications, should be viewed as an option for other business units. Miller will be happy to share all information regarding the contract with any interested IDG publication.

"Susan is a very talented production manager and a key member of the *FCW* management team," noted *Federal Computer Week* President **Ken Kaplan**, who made the nomination.

Matthew Nielsen
Associate designer
Macworld

Two days before final film for the August issue of *Macworld* was due to the printer, a copy editor caught a critical error in two photos scheduled to illustrate the World Class feature. Both photos showed an incorrect circuit board. With no time to reshoot the photos, Nielsen was able to save the day with a state-of-the-art solution involving a camcorder, scanner, photo retouching software and his own skill and creativity.

The first photo was recreated by electronically cutting out the image of the correct circuit board from another scanned file. This was then rotated to match the style of the other photographs in the article and a realistic shadow was drawn in. The background was created by electronically duplicating the background from a similar scan file and manipulating it to fit the new image. The final result can be seen on page 123 of the August issue under the title "Mac-to-PC/Mainframe Communications."


Nielsen
Macworld

The second photo needed to be modified electronically with the image of the incorrect circuit board being replaced by the correct one. *Macworld* had no image of the correct board but did have the actual board in the office. Nielsen hooked up a camcorder to his Mac and shot a single frame of the correct board. The image was adjusted to match the lighting and coloring of the photo into which it would be dropped and the existing shadow was adjusted to look like it was being cast by the new board.

This photo also appears on page 123 of the same issue under the headline "Ethernet Hardware."

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Louise Myerow - WEC

EIGHT YEARS
Christine Curry - *Network World*
Judy Sutter - *PC World*
Barbara Lewis - *PC World*

SEVEN YEARS
Eric Knorr - *PC World*
Hans Weber - IDG Germany

SIX YEARS
Bonnie O'Conner - WEC
Judd Aschenbrand - IDG Research Services

FIVE YEARS
Debra Goldfarb-Norton - IDC
Sandra Kupiec - *Network World*
Terri Schafer - *Computerworld*

FOUR YEARS
Annette Bremer - *Macworld*
David Card - IDC
Phyllis Borden - IDC
Eric Kestler - Information Strategies Group

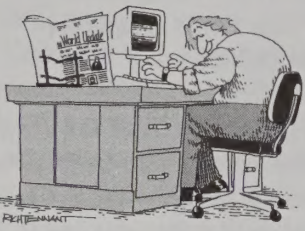
THREE YEARS
Heinrich Vaske - IDG Germany

TWO YEARS
Shirley Huffman - IDG/CI
Jane Kratochvil - *PC World*

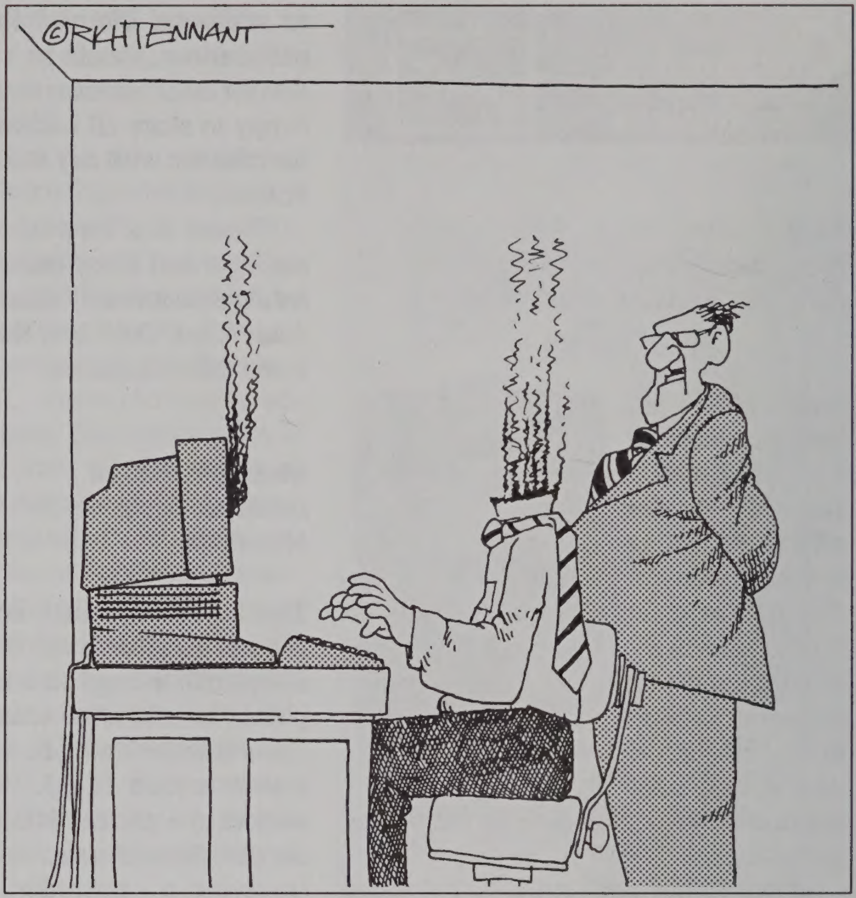
ONE YEAR
Roberta Cruse- *Network World*
Edna Clifford- *Network World*
Colin Ungaro- *Network World*
David Ball - *PC World*
Tim Morris - TISC
Susanne Schneefuß - IDG Germany
Simon Salamon - LINK Resources
Patrice Desmedt - IDG France
Mary Hawker - IDG UK
Milford Sprecher - ISG
Linda Walters - ISG
Laura Butterfield - ISG

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, September 15. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

ETA ships first EnterpriseComputing Database update

- PAGE 2

***CW Direct* relaunched with new design**

- PAGE 4

Don't forget! Entries for '93 Photo Calendar Contest due soon

- PAGE 6

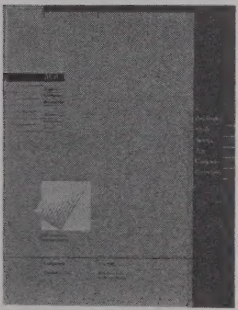
IDG World Update

VOLUME 22, NUMBER 34
AUGUST 24, 1992

CW No. 1 in survey of IS executives

Computerworld topped all categories of reader preferences in a recent survey of 1,000 IS professionals.

The random sample was drawn from individuals listed in Applied Computer Research's (ACR) Director of Top Computer Executives. IDG Research Services conducted the study, and the results were tabulated by an independent firm, Research Results, Inc.



Individuals were asked which computer-related products and services they are involved with purchasing and to name, unaided, which computer trade publications they read regularly. They were also asked to name the one publication that provides:

- the most accurate reporting
- the most up-to-date news
- better information on enterprise computing
- more material to make a buyer more

- SEE PAGE 7

InfoWorld acquires *Computer Buying World*

Publication to remain separate monthly

InfoWorld Publishing Co. last week announced the purchase of *Computer Buying World*, IDG's monthly magazine serving the rapidly expanding direct distribution segment of the personal computer market. Under the terms of the agreement *Computer Buying World* will continue to be published as a separately circulated monthly.

INFO WORLD

Although many details of the acquisition have yet to be finalized, name and design changes to *Computer Buying World* that would better establish the *IW/CBW* connection are being considered, according to **Bob Metcalfe,** *InfoWorld* Publishing publisher and CEO.

The move will enable *InfoWorld* to offer new opportunities to direct channel advertisers by combining the advantages of its *InfoWorld* newsweekly with those of *Computer Buying World*, headquartered in Wakefield, Mass.

"This move will have major benefits for the readerships and advertisers of both publications," said *InfoWorld* President **Jim Casella.** "*Computer Buying World* readers will receive more of the product testing and reviews they desire through our research in the InfoWorld Test Center, and *InfoWorld* readers, who are increasingly turning to the direct channel, will gain valuable insight from *Computer Buying World's* editorial content." *Computer Buying World* features price indices, buyers guides, case studies and news and columns by corporate buyers.

ADVANTAGES FOR ADVERTISERS

Casella also sees both significant short- and long-term advantages for advertisers. "As the high-volume and direct distribution channel markets continue to converge, we'll be able to work with the major advertisers of both *InfoWorld* and *Computer Buying World* to offer combined opportunities for both books. There will be attractive insertion and creative marketing possibilities for advertisers in both publications."

"We've had a very positive response from *InfoWorld* advertisers with whom we've discussed this move," said Metcalfe, not-

- SEE PAGE 5

In brief

ETA updates Enterprise Computing Database

Emerging Technology Applications (ETA) recently released the first update of the EnterpriseComputing Database (ECDB), formerly called the EnterpriseComputing MarketDisc.

The CD-ROM product includes articles, charts and tables from *Computerworld*, *Network World* and *InfoWorld*, as well as summaries of reports from IDC, LINK Resources and TIS Corp.

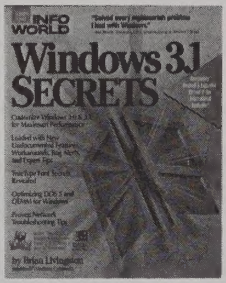
The second update will ship in September and will include a database of information from the ComNet San Francisco show. Descriptions of conference sessions and 1,200 graphics from the conference presentations will be included.

Beginning in November, ECDB will be updated monthly and will also include editorial coverage from *CIO*. The annual subscription cost is $695. However, internal IDG pricing is available. Please contact **Colleen Hurley** at ETA, telephone (508) 879-0006, for further information.

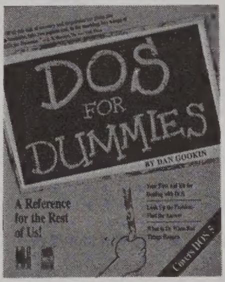
IDG Books makes *Publishers Weekly* bestseller list

IDG Books Worldwide reached another book publishing milestone with its debut on the *Publishers Weekly* Computer Book Bestseller List.

DOS for Dummies and *Windows 3.1 Secrets* were first and second, respectively, on the list that appeared in the July 27 issue of *Publishers Weekly*. The ranking reflected the books' sales in a variety of independent and chain bookstores throughout the U.S.



"Our high standing on this list shows that IDG Books is now a major competitor in the computer book market, and that our success is based upon the high quality and value of our products," said IDG Books President **John Kilcullen.**



In another significant development, for the past several weeks *DOS for Dummies* crossed over into the Paperback Non-Fiction Bestseller List for Lauriat's, a 40-store chain in the Northeast. "This book has broad mass market appeal that is unheard of in most computer books," Kilcullen said.

With *DOS for Dummies* and the ongoing rollout of the "*...for Dummies*" series, IDG has tapped the large and growing market of inexperienced, reluctant computer users that have never bought computer books before.

IDG Test Cooperative survey available to interested employees

Lauren Black, director of the IDG Test Cooperative, invites IDG employees interested in testing issues to complete and return the survey now appearing on the online service.

The IDG Test Cooperative is a forum for detailed discussions of testing methodologies, sharing of selected test plans and files, and updates of new testing concepts and procedures. It will also contain editorial calendars from IDG publications worldwide.

The Test Cooperative icon appears on the GE BusinessTalk system. Click on the icon and open the folder entitled "General Information" to access the survey. For more information, contact Black at Email box L.Black, phone (415) 572-7341 or fax (415) 312-0570.

CD-ROM Expo to run in Boston next month

The power of multimedia will be explored at the sixth annual CD-ROM Exposition and Conference, Sept. 29 to Oct. 2 at the World Trade Center in Boston.

More than 80 leading CD-ROM and multimedia manufacturers, developers, distributors and system integrators have already reserved space at the show, which is produced by World Expo Corp. and managed by Mitch Hall Associates.

CD-ROM Expo '92 will feature one day of in-depth tutorials, followed by three days of general conference sessions and exhibits. Two keynote presentations are planned: one on the impact of multimedia on the broadcasting industry and the marketing potential of CD-ROM consumer products, and the other a retrospective and future look at multimedia technology. More than 7,000 commercial publishers, corporate developers, system integrators and distributors are expected to attend the show.

On line

ASK WALTER

IDG President Walter Boyd answers your questions this week.

Q I recently read about IDG's plan to launch *Open Systems World* this fall. Is this publication an attempt to respond to Ziff-Davis' *Corporate Computing*? How committed is IDG to this project?

A At the moment we have a team, led by Ray Corbin, working on the development of a plan for an *Open Systems World* publication. This is not in any way an attempt to respond to Ziff-Davis' *Corporate Computing*. The ZD book is, if anything, an attempt to respond to the IDG Enterprise Computing Network made up of *Computerworld*, *InfoWorld* and *Network World*.

At this point it is not really a matter of IDG's commitment to this project but rather a matter of the team pulling together first class research and clear evidence that such a publication is needed and wanted by both advertisers and readers and that the magazine will have a respectable return on investment within a reasonable period of time. This is, by the way, the only set of criteria that IDG ever uses in evaluating potential investments.

Q Can you offer any more information regarding what led to the decision to sell *Digital NEWS*?

A The Executive Committee has been following the precipitous decline in advertising for all publications servicing the DEC market for several months and realized that this situation was probably not going to get any better and decided to open discussions with our major competitor to see if there was some way for us to rationalize this marketplace for the both of us. During the course of these conversations an offer was put on the table that enabled us to recoup our rather substantial losses on this publication — obviously an offer that couldn't be refused.

We did not think it would be in the best interest of IDG to continue publishing in a market where there were nothing but losses on the horizon. This could have a detrimental effect on the amount of money we would have to invest in other new and/or existing products in a potentially healthier market segment.

Q Is there anything new and different on the agenda for the upcoming managers' meeting in Venice?

A Our agenda includes presentations on our International Marketing Services out of Japan (a potentially very large supplier of advertising to our European publications); a report on the worldwide Apple Computer market by Jim Martin, the newly appointed product champion for the Macworld Global Product line; an important update on the new IDG Test Cooperative; and a presentation on how our various European publishing and market research companies can work in even closer harmony.

Q Reports are that *Electronic News* is going to lose several million dollars this year. The feeling in the industry seems to be that *EN*'s market has passed it by and the publication has no future. Why would IDG want to own this property?

A It is true that *Electronic News* will have substantial losses this year but much of this is due to the initial purchase price and infusion of working capital. The market in which *EN* operates is certainly in a slump, but we have just approved a new business plan for this publication that will come very close to a breakeven for FY 1993.

Q IDG has a reputation for being a more compassionate, "people-oriented" company than several of its primary competitors. Yet recent moves to strengthen profitability have led IDG to shut down or cut back some operations, forcing many valued, long-time employees to leave the company. Can you reconcile IDG's Corporate Values of "respect for the dignity of the individual" and "invest[ment] in our people" with the recent "down-sizing" of selected publishing operations?

A I am certainly very proud that IDG does indeed have a reputation for being more compassionate and "people-oriented," and this is something we will continue to strive for as long as there is an IDG.

However, there are also very practical business matters that quite often force very hard decisions. At IDG our three biggest expenditures are the three Ps — personnel, printing and postage—so it stands to reason that when a downsizing occurs it will almost always necessitate a reduction in headcount. Having said that, you should know that every IDG independent business unit manager always starts making cuts in expenditures with items other than personnel, but when those options run out they are left with little or no choice.

I've never seen any of our business unit managers reduce staffing before taking other measures such as a reduction in promotion/marketing expenses, an increase in the editorial/advertising ratio, lowering the weight and/or quality of the paper being used, negotiating new print contracts, etc. Also, it's rare that downsizing occurs to "strengthen profitability." It's almost always done to simply move from a continuing loss situation into profitability.

While the corporation is very strong financially it does have finite resources and owes a respectable profit margin on its business to the stockholders (the participants in the ESOP and ISOP plans) and to ensure that we can remain independent and not have to rely on loans from outside sources. As Bill Murphy has pointed out in a couple of these columns, highly leveraged companies have a tendency to go out of business in hard times due to their debt load.

Computerworld Direct re-emerges with a new look

After being published for a year or so under another name, *Computerworld Direct* has been relaunched with its original name as well as a new design created by Graphics Designer **John Brillon** and Senior Typographer **Gail Rizzo-Johnston** of *Computerworld*'s Mac services department

Computerworld DIRECT

VIA picks up where EIS left off

It's Not Just For Executives Anymore

Each eight-page direct mail piece is sponsored by a single company and examines an emerging technology or issue. The *Direct* just off the press is sponsored by Pilot Software, Inc. and describes the company's new visual information access system, which combines database access technology, data transformation, visual data representation and data navigation techniques.

All *CW Directs* include up to three pages of advertising from the sponsor and a panel of three direct response cards. The back page is designed as a self-mailer enabling sponsors to send their *Direct* to their own mailing list or rent one from *CW* or any other IDG publication.

"*CW Direct*'s objective is two-fold," said Carolyn Novak, director of publishing services for *Computerworld*'s custom publishing division. "Its unbiased editorial has an educational value to the reader while leads generated by the advertising and business reply cards benefit the sponsor."

The *Direct* series is written by a small pool of free-lancers, so consistency is built in, she added.

During the past year, *CW Direct* changed its name to reflect the technology being covered and appeared as *Graphics Direct* and *Networking Direct*, among other titles. However, these names were eventually dropped because advertisers saw little difference in these titles from other direct mail pieces they could mail on their own.

Novak

"Advertiser interest wasn't there," Novak said. "Advertisers are interested in the *Computerworld* name, because that's what IS management recognizes and reads."

According to Novak, since corporate direct mail budgets are expected to increase in the '90s, enabling companies to better target buyers and prospects, *CW*'s custom publishing division expects interest in *CW Direct* to grow in FY93.

Off-site

We need to hear from you!

***IDG World Update*'s new feature, Off-site, profiles employees' interesting and unusual extracurricular activities.**

Tell us about your colleague who is an accomplished musician, volunteers for a community group, creates stained-glass ornaments or bungee jumps in his free time. Don't be modest. Tell us about yourself!

Call or send in your story ideas to Penny Winn or Patricia Smith, phone (617) 423-9030 or fax (617) 423-0712.

Employees win recognition for service to callers

Mindful of the crucial role played by the people who answer IDG's telephones and thus establish what is often a person's first contact with the company, the chairman's office periodically seeks to identify and acknowledge those who offer oustanding service to callers.

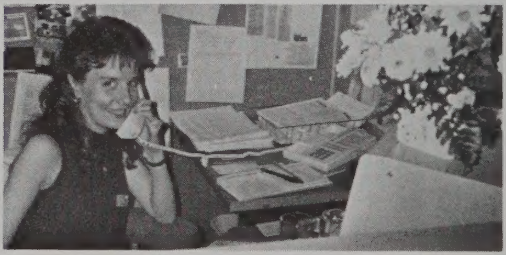
Trathen IDG Books

In a recent survey conducted by outside consultants, three U.S. employees were cited for their helpful, courteous service and knowledge of the company's operations.

The top honor went to **Kris Trathen**, sales and customer service representative at IDG Books in San Mateo, Calif. Trathen was honored for representing an IDG subsidiary in an exemplary manner and for being well informed about the types of books her company publishes.

Follin PCW

Runners up were **Maureen Page**, editorial assistant at the International News Group in Boston and **Linda Follin**, receptionist/adminstrative assistant at *Federal Computer Week* in Falls Church, Va. All three received flowers and a note from IDG Chairman **Pat McGovern** thanking them for their extra efforts in representing the company.


Page and flowers World Update

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

AUGUST/SEPTEMBER 1992

IDG's commitment to employee training remains strong in FY '93

IDG's commitment to providing timely, effective training geared to employee needs and interests remains an ongoing priority for the company. The Human Resource departments on both the East and West coasts have, over the years, developed a strong and varied curriculum offering a series of seminars designed to give employees the tools to improve both their understanding of general business concepts and their own job performance.

Employees may currently select from a combined total of over 100 offerings, including training in such areas as management, professional, technical and personal (including financial planning, stress management and parenting issues).

While IDG's ongoing commitment to training dates back to the company's beginnings, the well-organized system of delivering this training that exists today does not.

IDG EAST

Today's program dates back to 1988 when the IDG East Coast Training Program sponsored a series of 10 courses throughout the year. "Up until that point training was done independently — if it was done at all — by each business unit," noted **Martha Stephens**, vice president/corporate human resources and one of the program's founders. "We worked with a number of interested business units to launch a series of core programs as a collaborative venture. That way, we all got more bang for the buck."

The program expanded to include 12 courses in 1989 and, with the addition of technical training programs, more than tripled in 1990. Since then, individual courses have come and gone, but the total has remained fairly constant.

During FY '92, 156 employees have attended IDG East courses (some more than one) for a total of over 325 training days.

Enthusiasm for the classes remains strong: 95% of the participants noted on follow-up questionnaires that they'd recommend the class to colleagues, while satisfaction levels averaged 4.5 on a 5.0 scale.

IDG WEST

The IDG West Program was launched in 1991 with 18 courses, the result of much collaboration between **Shelly Ginenthal** at Macworld, **Donna Vieraitis** at InfoWorld and **Richard Willoughby** at PC World/Publish.

"It was an outstanding cooperative effort," Ginenthal said. "We started in late August, and by January we had course outlines written, instructors selected, hotels booked, brochures printed and distributed, and a registration system designed and implemented. Everything got done on time and under budget."

This year, the program offers nearly 70 courses, with some of the most popular courses, such as Presentation Skills, being offered more than once to meet demand.

After almost 700 training days so far this fiscal year, post-course surveys continue to report satisfaction levels equal to those of IDG East. You'd think the HR people would be satisfied too.

"We're not," said Willoughby. "We're picky. Shelly, Donna, and I are all former trainers, and we're tough to please. Even if an instructor gets great evaluations, it doesn't guarantee job security if we think he or she omitted or too quickly passed over key points. We'll be happy when this program is the best of its kind in this country, not before."

1993 courses are still in the final plan-

- SEE BACK PAGE

IDG 401 (k) facts & figures

1. What percentage of eligible IDG employees participate in the 401 (k) Plan?

a. 44 b. 53 c. 61 d. 70

2. After little more than two years of existence, the employee account balances in the IDG 401 (k) plan are worth more than?

a. 1.3 million b. 2.4 million c. 3.6 million d. 4.5 million

3. The maximum allowable employee contribution (set by the IRS) to 401 (k) plans in 1992 is?

a. $8,475 b. $8,728 c. $8,845 d. $9,000

4. After six months of full-time service (1,000 hrs.) I can enroll in the IDG 401 (k) plan:

a. at any time b. monthly c. quarterly d. only on Jan. 1 or July 1

5. The investment fund choices in the IDG 401 (k) plan offer what level of risk?

a. low risk b. moderate risk c. high risk d. all of the above

Answers: 1. d, 2. d, 3. b, 4. c, 5. d

Training

- FROM FRONT

ning stages. On both coasts, employee feedback is critical to the evolution of the program. "Individual employees are still our best source on what's working and what isn't," Vieraitis said. "They'll usually tell us right away when a class didn't meet their expectations. We'll spend the time with them to find out why and build those changes into next year's program."

New East Coast offerings for 1993 will likely include a class on speed reading and reading comprehension and individual self-assessment, which will make use of self-scoring surveys to help employees determine career interests and development needs.

On the West Coast, "We'll have some surprises for this coming year," Vieraitis said. "You'll see more of some of the most popular instructors, like Pat Kirkland. Some of titles we're experimenting with include "Conquering Procrastination" and one — we haven't quite figured out what to call it — that we've assigned the working title of 'Clean up Your Desk!' "

EXPERIMENTING WITH CURRICULUM

"We may experiment with some professional classes that aren't strictly business-related," Ginenthal added. "These could include "Saving for Home and College," "Personal Safety," and "Personal Financial Planning."

"To keep the catalogue fresh and build a strong course inventory, we may retire a few courses temporarily next year even though they've been well received. We want the program to stay exciting."

"It's interesting that, starting virtually independently and more or less from scratch, both IDG East and West have arrived in the same place. They use common methodologies, offer similar courses, and share the same objectives.

"There's a competitive spirit in the organization to offer the best available, but there's also a good sense of sharing information and resources when it makes sense. We've got an outstanding training and development commitment. It's one of the many things that differentiates us from other employers," Stephens noted.

Employees will receive updated brochures outlining the program offerings for FY 1993 early this fall.

For more information, employess may contact Human Resource Administrator **Jennifer Davy** on the East Coast or IDG West Training Coordinator **Laurie Durlester**.

Did you know???

HR addresses some important yet often overlooked benefits

Benefit plan savings

Did you know that if you have selected HMO coverage, either single or family, or if you have dependents covered under the IDG Medical Plan administered by John Hancock, you are paying for your share of the monthly premium cost with pre-tax dollars?

By allowing employees to pay their share of the monthly medical premium with pre-tax dollars, employees can save as much as 25% or more, depending upon one's tax bracket. Bi-weekly contributions are automatically deducted from your paycheck on a pre-tax basis. There is no paperwork needed to initiate this program, you are automatically enrolled.

Employees with dependent expenses can save additional money by participating in the IDG Pre-Tax Program for Dependent Care Assistance. This program was established to allow employees with dependent care expenses, either childcare or eldercare, to deduct payroll monies and fund a pre-tax account. The monies in the account, up to $5,000 a year, may be used to reimburse actual incurred expenses. The plan is designed to be easy to understand with minimal administrative burden to the employee. Summary Plan Description booklets are available from your division's Human Resources Department. These booklets provide additional detail on the workings of this plan.

401(k)

Did you know that you can call an "800" number at Fidelity (IDG's 401(k) Plan Administrator) to handle many of your service needs?

One service you may use is to exchange your existing account balances from one fund to another, money market to Magellan for example. Another service you can perform with a call is to redirect your future payroll-deducted contributions and change the percentages you want placed in the five funds available to you. To perform either of these activities you can call 1-800-544-0065.

If you would like to call and obtain general fund performance information, to see how your portfolio is doing, simply call 1-800-544-6666.

Sick days/disability

Did you know that if you are out of work for three or more consecutive work days you may not have to use your sick days?

If you are out of work for three or more consecutive work days because of illness or disability you are eligible to be covered under the company's Short-Term Disability (STD) program. Once your STD status is approved, the effective date of coverage reverts back to the first day of your illness.

This saves your sick days for those occasions when you are out of work due to illness for only a day or two.

To qualify for STD you will need to obtain a physician's statement qualifying you as disabled. To discuss this process in more detail, please contact your division's Human Resources Department.

IDG JOB OPPORTUNITIES

• NEW POSITIONS • **August 24, 1992**

PUBLISHER - LOTUS PUBLISHING NEWSLETTERS (LPC/PCW)

Candidate will have complete profit and loss responsibility for operation of three existing newsletters with revenues of approximately $500k and launching of several more. Also responsible for developing and executing financial and business plans and for hiring, managing, training and motivating editorial and business staff. A minimum of four years experience in a management capacity required. Newsletter experience very desirable.

SHOW MANAGER (LPC/PCW)

This position will include the launching and managing of the day-to-day show operations of LPC's Conference and Expositions as well as overall P & L responsibility. Knowledge of the PC industry, exhibit and trade show management, project management, conference planning and event coordination is required. A minimum of 3 to 5 years experience in high-tech a must, trade show management industry experience a plus. BA and travel also required.

ADMINISTRATIVE ASSISTANT (LPC/PCW)

Responsibilities include providing administrative support to LPC' s ancillary products group manager and team members. Candidate will need to possess excellent organizational skills, communication skills, experience with a PC and software applications, filing, typing, and making travel arrangements. Previous experience as a marketing assistant or executive assistant is preferred. This position requires a broad working knowledge of LPC's products and services. A BA preferred and minimum travel is required.

SALES ASSOCIATE (NWW)

This part-time, 25 hrs/week inside sales associate position will work in the Special Projects department. Involves in/outbound telemarketing for a diverse product line including software, technical seminars, newsletters, etc. In addition to telephone sales, the candidate will be involved in inquiry data entry and mailings, product fulfillment, accounts receivable management and customer relations. Previous telephone sales experience required.

PART-TIME ADMINISTRATIVE ASSISTANT (IDC)

This flexible, 24-29 hours per week position will provide assistance to the IDC Investment Research Service staff in servicing client inquiries, coordinating research mailings, and providing general administrative support. This position requires an articulate, organized individual with attention to detail a must. Knowledge of Macintosh and IBM compatibles also required as well as familiarity with MS Word and Excel for the Mac. Office experience preferred.

SENIOR PRODUCTION MANAGER (PCW)

To oversee all day to day production operations for PC World and its other titles. Responsible for issue makeup, schedule management, paper inventory, print buying, quality control printing and binding, supervise Asst. Production Manager and Ad Traffic Coordinator. Must have at least 5 years production experience, knowledge of electronic prepress, aptitude for budgeting and strong interpersonal skills.

ACCOUNT MANAGER (IMI/PUB)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the Northwestern state territories. To service and maintain all advertising after the sale is made. Major responsibilities: advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry, thorough knowledge of Macintosh and PC's products/marketplace. Excellent written/verbal communication and organization skills.

ADMINISTRATIVE ASSISTANT (IMI/PUB)

Will support the Sales Manager in clerical and administrative duties, which include: phones, word processing, client contacts, filing and photocopying. Must be Mac literate in MS Word and Excel. Knowledge of a graphics program a plus. Highly organized, detail-oriented with excellent written/verbal communication skills required. Prior customer service and/or publishing experience preferred. Minimum of 1 year clerical experience required.

IDG JOB OPPORTUNITIES (cont.)

SALES ASSOCIATE (MAC)

Assist in the daily dealings with *Macworld*, Silicon Valley, customer base-sales records, fulfillment of media kits, research or other information, revenue/ad page reports. Position will include bringing advertisers into *Macworld*. Excellent phone skills, sales knowledge or publishing knowledge a plus. Proficiency with MS Word, Excel, FileMaker Pro are essential. High level of organization required - ability to multi-task.

EDITOR-IN-CHIEF (A+)

Seeking experienced Editor to manage editorial direction, budget, staff and art/production functions for monthly consumer magazine. Requires BA or equivalent experience and 3-5 years in high-tech or education publishing fields. Some travel required. Supervisory experience, as well as strong editing and re-writing skills preferred. Must possess communication skills and the ability to work well with other departments.

SENIOR EDITOR/COPY CHIEF (BCP)

Responsible for scheduling articles through electronic publishing and working closely with editors and freelance writers. Requires 7+ years in newspaper or magazine, with a minimum of 3 years on a consumer computer magazine, with an emphasis on copy desk and rewrite experience. Background in writing preferred. Will work on PC hardware but must be familiar with Macintosh desktop publishing systems. Management/supervisory skills essential.

PART-TIME COPY EDITOR (BCP)

Seeking a part-time (15-20 hours per week) copy editor and proofreader. Three years editorial experience necessary; must be familiar with copy work and proofreading marks. Knowledge of IBM-PC's and Microsoft DOS is essential; Macintosh/Quark experience a plus. Writing background preferred.

CIRCULATION COORDINATOR (GPI)

Candidate will be responsible for coordinating direct response promotions, tracking/analyzing circulation results, interfacing with outside vendors and providing general administrative support to the Circulation department. Minimum of 2 years administrative experience required with good analytical skills and PC experience.

PRODUCTION ASSISTANT (GPI)

To aid in the production process of two or more desktop published magazines. Position requires a technical command of the Mac and a proficiency with Quark XPress and Adobe Photoshop applications. Must be detail oriented, work well under pressure and be a team player. At least 2 years experience in desktop publishing.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC	Debbie Bernardi	(508)872-8200	(508)935-4406
CBP/CIO/DNP/FCW/IDG Fram./ISG	Elaine Ouellette / Beth Corry	(508)875-5000	(508)935-4406
T.I.S.	Paula Doggart	(508)935-4379	
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

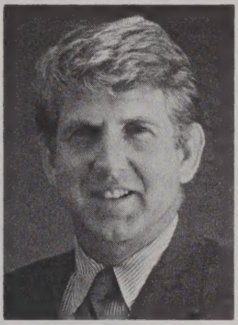
Revised: August 24, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG	Finance Assistant	IDG Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Executive Sales Assistant P/T	*Marketing Srvs. Div.* Stamford, CT	M. Cornetta	(508)935-4734
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Show Manager	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Administrative Assistant	Cambridge, MA	S. Perry	(508)935-4407
NWW	Sales Associate	*NetworkWorld,* Framingham, MA	S. Perry	(508)935-4407
IDC	Part-time Administrative Asst.	Framingham, MA	D. Hatch	(508)935-4558
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Sr. Marketing Promotion Specialist	*CIO,* Framingham, MA	E. Ouellette	(508)935-4605
CIO	Regional Sales Manager	Midwest	E. Ouellette	(508)935-4605
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Executive Assistant	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Business Editor	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Billing Coordinator	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Director, News & Views	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Senior Analyst	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (3 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Telemarketing Sales Rep.	*PCWorld,* San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld,* San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld,* San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Administrative Assistant	*Publish,* Rochelle Park, NJ	N. Versen	(201)587-0090
IMI	Account Manager	*Publish,* San Francisco, CA	J. Shepard	(415)978-3309
IMI	Administrative Assistant	*Publish,* San Francisco, CA	P. Rigby	(415)978-3287
IMI	Assistant Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Managing Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Assistant Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
IMI	Associate Editor	*Publish,* San Francisco, CA	S. Augarten	(415)978-3282
MAC	Sales Associate	*Macworld,* San Francisco, CA	S. Saluti	(415)243-0505
MAC	Production Manager	*Macworld,* San Francisco, CA	A. Foley	(415)978-3316
MAC	Assistant Editor/Lab	*Macworld,* San Francisco, CA	A. Mello	(415)978-3246
MAC	Sales Associate	*Macworld,* San Francisco, CA	C. LaFrance	(415)978-3296
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	R. Espinoza	(415)347-0555
CWPI	Associate Editor, Features	*CWPI,* Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI,* Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Systems Manager	*CWPI,* Framingham, MA	L. Nelson	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI,* Framingham, MA	B. Cox	(508)879-0700
CWPI	West Coast Correspondent	*CWPI,* Burlingame, CA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
A+	Editor-in-Chief	A+ Publishing, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
BCP	Part-time Copy Editor	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
GPI	Circulation Coordinator	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229
GPI	Production Assistant	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229

InfoWorld

- FROM PAGE 1

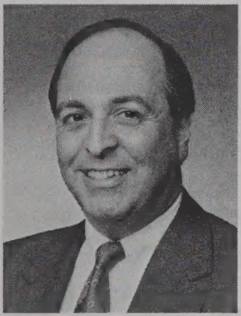
ing that some of the publication's largest advertisers either have entered or are considering entering the direct marketing arena.



Metcalfe

InfoWorld

Currently, there is less than a 10% duplication of subscribers to the two publications, according to Metcalfe, "and we intend to keep it that way. *InfoWorld* subscribers will continue to qualify based on their job function. *CBW* will continue to serve the direct buying needs of users independent of their title."



Casella

InfoWorld

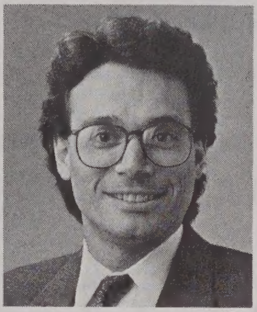
According to IDC, direct distribution will account for approximately 16% of the 10 million personal computers shipped in the U.S. in 1992. *Computer Buying World* has approximately 100,000 subscribers and is the only controlled circulation monthly serving direct corporate volume buyers in the personal computer market.

InfoWorld is a controlled-circulation newsweekly whose 205,000 subscribers qualify based on the high volume of corporate buying in their companies' personal computer and related hardware, software, and networking products.

IDG Chairman **Pat McGovern** hailed the acquisition as "a win for the readers of both publications." He added, "Companies in the direct channel will be able to place advertisements in the monthly to reach its highly targeted audience of volume buyers in the direct channel, while using support ads in *InfoWorld* to announce their up-to-the-minute price and product information.

Noteworthy !

PROMOTIONS



Vellante

IDC

David Vellante has been promoted to senior vice president, systems and software research at IDC. Vellante manages IDC's largest U.S. research group with about $6.7 million in revenues this fiscal year (one-third of total U.S. revenues). "During his nine years at IDC, David has proven to be an outstanding analyst, has developed numerous highly successful new products and has been a very effective manager," said IDC President Kirk Campbell in announcing the promotion.

TRANSFERS

Deborah Butler, formerly managing editor of IDG *World Update*, has moved over to IDC Framingham as group marketing manager for IDC's Systems, Software and Storage division. Her responsibilities include producing all the promotional and collateral materials for the group. A graduate of Northeastern University, Butler has been with IDG since 1988.

■ ■ ■

Computerworld's Custom Publishing group welcomes **Heidi Schuberthan** as a sales assistant. For the past year, Schuberthan worked as a receptionist at *Digital NEWS*. A graduate of Johnson & Wales University, she will be supporting Larry Craven and Carolyn Novak with the White Paper Program and *Computerworld Direct*.

NEW EMPLOYEES

Averie Rosemark has rejoined the company as a library assistant at IDC. Originally hired as a data entry operator at *Computerworld* in 1979, Rosemark also spent five and a half years at Installed Technology International as a quality control data analyst. She earned a BA in education at the University of Massachusetts/Amherst and enjoys walking and participating in a variety of Parent Teacher Organization activities.

■ ■ ■

Kirchoff

FCW

Federal Computer Week welcomes **Lisa Kirchoff** as its new promotion director. Kirchoff comes to IDG from *USA Today* where she was a senior graphic artist in the consumer marketing department. She earned a BA in visual communications/art history from Trinity College in Washington, D.C., and enjoys softball and pottery in her free time.

■ ■ ■

Cheri Wade has joined the IDG accounting department as a data entry clerk responsible for entering accounts payable for several IDG publications. Prior to joining IDG, Wade was employed by a temporary agency, Adia, in Framingham. Outside the office, she enjoys traveling and spending time with her family.

Address, fax changes

***Computerworld Singapore* has relocated to:**

Asia Computerworld Communications
No. 80 Marine Parade Road
#13-09 Parkway Parade
Singapore 1544

Phone and fax numbers remain the same.

■ ■ ■

Revised phone and fax numbers for IDG/UFT's Istanbul office:

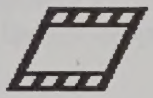
Phone: + 901-274-7527
Fax: +901-274-9766

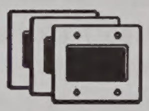
1993 IDG Photo Calendar Contest

Another year is just around the corner...
and it's time for the 9th annual IDG Photo Calendar Contest!

Capture your world on film with a chance to earn a place in the 1993 IDG Photo Calendar! Simply choose the subject(s) and location(s) and start shooting!

CONTEST RULES





- Submit up to two (2) color or black-and-white glossy prints or 35 mm slides. *Photos must be submitted as developed. No retouching will be allowed.*
- Entries must be clearly labeled with **your name, business address and telephone number and a photo title.**
- All entries will be judged by a panel of IDG representatives who will choose the twelve outstanding entries to be featured in the 1993 calendar.
- **Winners will receive:**

1st Prize	US $250.00
2nd Prize	US $100.00
3rd Prize	US $ 75.00
Honorable Mention (9)	US $ 50.00

Please send entries to:
IDG Photo Calendar Contest
c/o Jennifer Davy
IDG Human Resources
5 Speen Street, Framingham, MA 01701

Entries must be received by September 30, 1992.
Entries will only be returned upon request.

Calendar 1 2 3

- **SEPTEMBER 1-2**
  Open Systems Forum '92
  IDC Germany
  Bad Homburg, Germany
- **SEPTEMBER 2-5**
  MACWORLD Expo/Berlin
  AMK & ICC
  Berlin, Germany
- **SEPTEMBER 8**
  PC Conference
  IDC Germany
  Munich, Germany
- **SEPTEMBER 15-17**
  MACWORLD Expo/Toronto
  Metro Toronto Convention Center
  Toronto, Canada
- **SEPTEMBER 22**
  PC Conference
  IDC Switzerland
  Zurich, Switzerland
- **SEPTEMBER 21**
  IDG European Managers Meeting
  Venice, Italy
- **SEPTEMBER 23-25**
  IDC's European IT Forum
  Excelsior Hotel
  Venice, Italy
- **SEPTEMBER 30-OCTOBER 2**
  CD-ROM Expo
  World Trade Center
  Boston, Mass.
- **SEPTEMBER 30-OCTOBER 4**
  Hi-Tech Workshop '92
  Hilton Congress Center
  Izmir, Turkey
- **OCTOBER 15**
  European Networks and Communications Conference
  IDC France
  Paris, France

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of August. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS
Frances Benedict - IDG

EIGHT YEARS
Joseph Kerwin - *InfoWorld*
Kaye Sharbrough - *Computerworld*

SEVEN YEARS
Janell Brown - *InfoWorld*
Karlyn Gale - TIS Corp.

SIX YEARS
Greg Boren - *InfoWorld*

FIVE YEARS
Reinelle Hicks - *InfoWorld*
Roseann LaBruno - *InfoWorld*
Karen Niles - *InfoWorld*
Susan Champeny - *Network World*

FOUR YEARS
Steve Irvin - *InfoWorld*
Nancy Sheehan - IDG
Britt Wang Lovvik - IDG Norway

THREE YEARS
Bill Peck - *Macworld*
William Strapko - IDC
Mike Masters - *CIO*

TWO YEARS
Sébastien Texier - IDG France
Jean-luc Bensimon - IDG France
Peter Rosati - IDC
Seth Traub - IDC
Roar Nerdal - IDG Norway
Finn Juul - IDG Norway

ONE YEAR
Karen Buckley - Information Strategies Group
Tina Templin - *InfoWorld*
Andrew Mattus - *InfoWorld*
Peter Chiu - *InfoWorld*
David Walker - *InfoWorld*
Joanne Wittren - IDG
Ann Roskey - ETA
Rick Popko - PCW Central Services
Margaret Bryson - TISC
Jacquelin Wilkinson - IDG UK
Yutaka Shinmi - *Macworld Japan*

Computerworld

- FROM PAGE 1

intelligent
- the most useful IS information for your work
- the most comprehensive range of topics
- information on implementing open systems strategies
- information on volume purchasing for IS enterprises

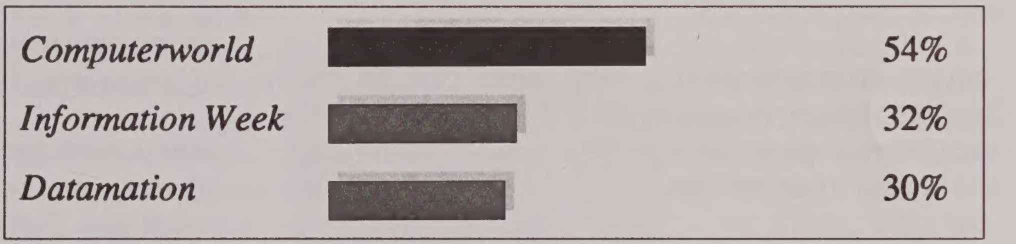
Not only did *Computerworld* rank first in all categories, but it far outpaced its competitors in the general question "which computer trade publications do you read regularly to obtain information on IS."

Fifty-four percent of all respondents named *Computerworld*, while the runners-up included *Information Week* (32%), *Datamation* (30%), *PC Week* (23%) and *PC Magazine* (17%).

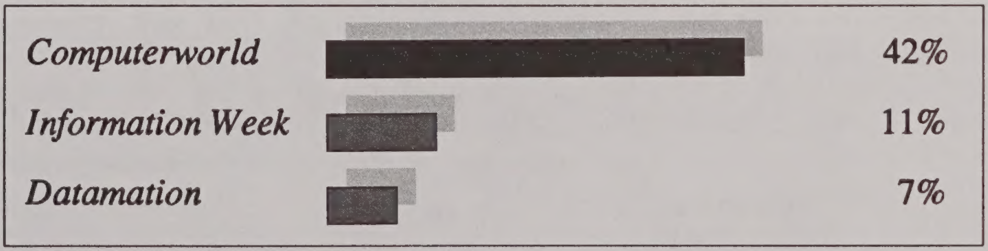
Bound copies of the survey results have been mailed to 5,600 information technology marketers to "confirm *Computerworld*'s position as the preferred source for timely news and analysis on products, platforms and strategic computing issues," said *CW* Publisher **Gary Beach.**

Selected results from the ACR Membership Readership Survey

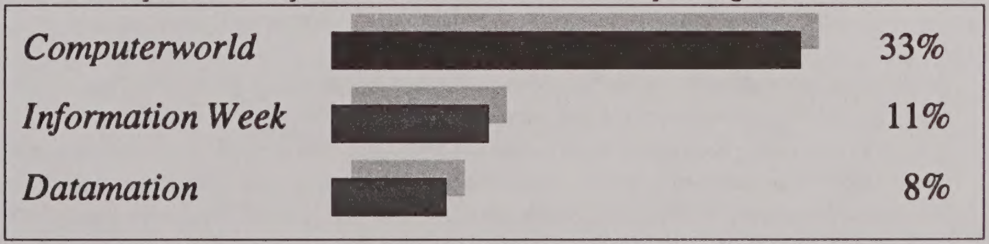
Please indicate which computer trade publications you read regularly (at least three out of every four issues) to obtain information on IS.



Which one publication provides the most comprehensive range of IS topics?



Which one publication provides the most accurate reporting on IS?



Do-er's profile

Libby Levinson

IDG World Update

•HOME: Framingham, Mass.

•JOB TITLE: Executive assistant, sales event coordinator, Marketing Services Division

•JOINED IDG: February 1985

•WHY DO YOU DO WHAT YOU DO? Marketing and research are the backbone of publishing.

•WHAT DO YOU LIKE BEST ABOUT YOUR JOB? The people I work with. MSD has a great team, brilliant and creative people.

•LATEST ACCOMPLISHMENT: I learned to read Hebrew and had a bat mitzvah.

•FAVORITE VACATION DESTINATION: Anywhere along the New England coast. I love the ocean. Even during the winter I have yearnings to see the ocean, smell the salt air and hear the surf.

•WHAT CELEBRITY WOULD YOU MOST LIKE TO MEET? Sherlock Holmes, elementary, of course. I admire his deductive powers of reason and enjoy the contrast between Holmes' and Watson's personalities.

•WORDS TO LIVE BY: Choose a job you love, and you'll never have to work another day in your life.

•GOAL IN LIFE: To write a cookbook

•IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO? Endow a medical research grant to find a cure for cancer.

•IF YOU COULD WORK IN ANOTHER PROFESSION, YOU WOULD...? I'd love to be an innkeeper at a bed and breakfast.

•MANAGER'S PROFILE: Libby has the distinction of having held six different jobs in six months as MSD went from its early days through its first year. She's even done all six jobs at once—holding it all together time after time after time. She is truly one of IDG's secret weapons!

IDG World Update

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IDG Denmark's Preben Engell goes On line this week
- PAGE 3

***GamePro* division wins custom publishing contract**
- PAGE 4

***CIO* editor nurtures successful Off site career**
- PAGE 5

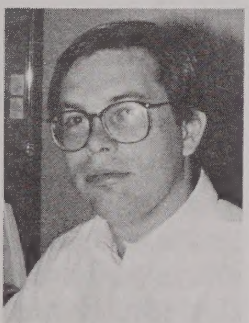
IDG *World Update*

VOLUME 22, NUMBER 35 **AUGUST 31, 1992**

Mello named editor-in-chief at *Macworld*

Borrell to launch new IDG company

Jim Martin, president and CEO of Macworld Communications, Inc. and publisher of *Macworld*, announced earlier this month that **Adrian Mello** will be promoted from editor to editor-in-chief of *Macworld* magazine. The promotion takes effect on Sept. 1.


Mello

Current Editor-in-Chief **Jerry Borrell** is leaving *Macworld* to launch a new IDG company dedicated to global digital communications.

"Adrian is a natural to be promoted into this role," Martin said. "He has a real feeling for the needs of our readers and the Macintosh developer community, and he understands the demands of creating an outstanding editorial product every month."

Mello is *Macworld*'s longest-serving editor, having held a series of high-level

- SEE PAGE 5

IDG enters fourth African market with S. African deal

IDG planted a publications flag in South Africa last week with the establishment of a partnership with *Computing S.A.* A license agreement was signed to mark the formal beginning of the relationship.

"South Africa has rejoined the global community, and so we are very pleased to have *Computing S.A.* in the IDG family," said IDG Chairman **Patrick McGovern**. "South Africa has a large and sophisticated IT community that IDG wants to serve as part of its global mission."

Based in the Johannesburg suburb of Randburg, *Computing S.A.* is one of two weekly IT tabloids in the South African market. IDG and *Computing S.A.* anticipate that IDG's resources will allow *Computing S.A.* to pull out in front and command the lead in the South African market as a *Computerworld*-type publication.

"The *Computing S.A.* team is excited about the project," said General Manager **Sue Castelyn**. *Computing S.A.* is owned by Thomson Publications, which is unconnected to the U.K. company of the same name. *Computing S.A.* is the company's flagship publication and the only one focused on IT in their stable of 20. Company officials say they are interested in the possibility of developing more IT publications in partnership with IDG in the future.

SOUTH AFRICA'S LEADING COMPUTER NEWSWEEKLY

Computing S.A.

IDG syndicate coup for Computing SA

News Digest

Huge Rennies deal for Retix

Bateman acquires stake in Workgroup

Poor electronics growth forecast

CSS clinches sole Wyse distribution rights

Sun visit raises hopes of local appointments

At present, the *Computing S.A.* team is preparing for the Sept. 28 issue, which will be the first one containing IDG material. It will be larger than usual to emphasize the IDG connection and will retain its name since it is well-established in the South African marketplace. A gala reception will be held in Johannesburg for *Computing S.A.*'s customers and members of the South African IT industry on the evening of the 28th. International News Group President **David Hill** will speak at the reception.

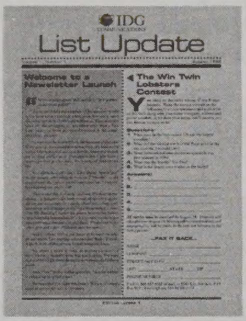
"We're very pleased with this relationship because it benefits everyone," Hill said. "The South African IT community

- SEE PAGE 4

In brief

Newsletter helps keep List Services' clients up-to-date

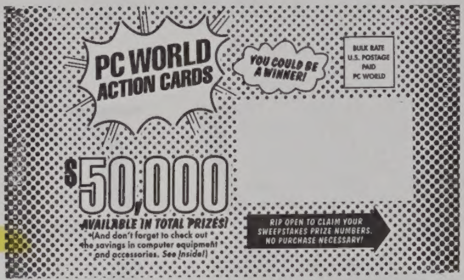
Clients of IDG List Services are receiving some new items in the mail these days from President **Deb Goldstein**'s business unit. A four-page quarterly newsletter, *IDG List Update*, debuted in August for an audience of 300 key list brokers and other clients. Edited by Marketing Manager **Pat Sims**, *List Update* provides information on new IDG lists, tips on dealing with various industry issues and profiles of List Services staff members, as well as a trivia contest.



In addition, the office has instituted a "Broker Bribery Program" to express appreciation for brokers who have been especially helpful. The reward: a soap dish-size bar of chocolate embossed with "IDG List Services Thanks You." Sending sinfully delicious chocolate morsels is apparently a popular device, as *Network World* has also used chocolate bribes with much success.

PC World card deck wins award

PC World's most recent postcard deck, "*PC World* Action Cards," was recently named a winner in the Solar Press "One Second Award" competition. The award, which derives its name from the approximate amount of time direct marketers have to attract a reader's attention, is designed to honor those who are able to captivate recipients by designing unique packaging that says "open me first." Winners are selected quarterly by an independent panel of highly respected direct mail designers. According to Solar Press, the country's largest printer of postcard decks, *PC World*'s deck employs a contemporary cartoon feeling and language to create an immediate impact. "Overall, it is quick and action-oriented... designed to attract today's computer buff," the company said.


PC WORLD ACTION CARDS
YOU COULD BE A WINNER!
BULK RATE U.S. POSTAGE PAID PC WORLD
$50,000
AVAILABLE IN TOTAL PRIZES!
(And don't forget to check out the savings in computer equipment and accessories. See Inside!)
RIP OPEN TO CLAIM YOUR SWEEPSTAKES PRIZE NUMBERS. NO PURCHASE NECESSARY!

Skal! IDG Norway devises unique fund-raising scheme

IDG Norway has come up with a novel means of raising funds for various charitable organizations while providing employees with some fun. Each Friday, the company holds a "Wine Lottery" in which employees may purchase tickets in the hopes of winning one of several bottles of wine (the high price of wine in Norway makes this an especially popular event).

This year, the company raised some 10,000 krone (US$1,540), which was earmarked for a children's cancer ward in a large national hospital. The hospital was particularly interested in obtaining computer equipment and games for its young patients.

Jon Thorstensen, a sales rep at IDG Norway, contacted Atari to see how much equipment they could purchase for $1,540. Atari was impressed with IDG Norway's efforts and decided to make its own contribution allowing IDG to present the hospital with hardware and software worth over $5,000.

The Integrator named Best New Newsletter

THE INTEGRATOR
ADAPSO re-emerges as ITAA
ITAA

Communications Concepts has presented the IDG International News Group's newsletter, *The Integrator*, with an APEX '92 award for publication excellence. The eight-page monthly, edited by Susan Scrupski, received the award for Best New Newsletter. *The Integrator* debuted in December 1991 and currently boasts a circulation of close to 200, noted Vice President of Operations **Craig Pierce**. Managing Editor **Sharon Baker** works closely with Scrupski to design and desktop publish the newsletter.

TechMedia Publishing readies new launch

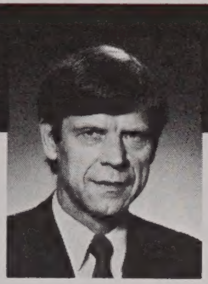
TechMedia Publishing in Peterborough, N.H., will launch *Desktop Video World* in January 1993. It will be the first publication specifically targeted at the merging computer and video markets. This market is estimated to grow to $625 million in 1992 and by 1995 will hit several billion dollars.

"After extensive research, we have determined that there is an information void in this young marketplace created by the merging of computers and video," said TechMedia President **Dale Strang**. "For a reasonable investment, one can set up a desktop video suite and create professional, broadcast quality videos."

Editor-in-Chief **Lou Wallace** and his staff have planned a comprehensive issue that will cover the Amiga, Mac and PC platforms.

On line

ASK PREBEN



From time to time, "On line" features guest columnists. ***Preben Engell****, general manager of IDG Danmark A/S, takes a turn this week.*

Q How have you and IDG Denmark been coping with these tough economic times in the industry? How are you working with your customers?

A What counts most of all is in-depth knowledge of the marketplace in which you operate as well as the business terms of the customer you serve. Be sure never to let your market contacts slip and be prepared to adapt to any change. It is our major responsibility to support a persistent market growth. Recession is not unknown to our country — but it is to the IT industry. Following several years of hyper-growth the industry must now get used to operating under more "plain" market conditions. That is indeed a challenge.

Q Now that you are approaching 10 years with IDG, can you talk about some of the changes you've seen both at IDG Denmark and in the industry as a whole?

A First I must say that it definitely has been the 10 most exciting years of my professional career. IDG has offered me optimum terms to meet the challenge of managing the Danish operation. The marketplace in Denmark is characterized by a great many dynamics. On several occasions Denmark has been used by large vendors as a test market, thus bringing new technology to the market at a very early stage. Demand has been overwhelming and so has the willingness to invest in and try out new technology. Strong competition, however, has a fluctuating effect on prices. You can find cheaper computers nowhere in the world. The prices are at their lowest and so are profit margins. It is certainly different cicumstances compared to the golden eighties.

Q What significant challenges do you see for IDG Denmark and IDG worldwide in the coming year?

A Due to the high rate of IT market changes it is critical to IDG to be able to identify new market segments and introduce new products in order to meet future requirements — at any time. That inevitably leads me to the question of computers as consumer goods. Lately we have witnessed a distinct conceptual change in distribution: superstores, mail order, etc. In other words: distribution channels targeting the consumer market directly. This is a challenge we believe sooner or later will be adopted by IDG as well. Meanwhile the IDG product mix will be expanded with new electronic media and by the year 2000 I envision IDG as an "information supermarket" offering publications, expositions, conferences, electronic media, training, etc. A company of that scope will surely be positioned as a media empire in each market segment and thus have a great deal of influence on the overall IT market development.

Q How do you view the IT market evolving in the "new Europe" as trade barriers fall? What challenges and opportunities are there for the IT publishing industry?

A I am convinced that so far we have experienced but a glimpse of the "new Europe." By the year 2000, Europe will be made up of many new countries — as well as the old nations — contributing with several new languages and cultures. The vision of a united Europe as a common market and peace-preserving element, rather than a U.S./Japan counterpart, is attractive to me as well as to many other Europeans. In the new Europe, the IT market will be an important factor.

However, for the new nations to reach Western European standards they will need an infusion of significant resources. The great need for IT technology as well as information is an indisputable fact, yet the question is where to send the bill.

Q What are the secrets behind IDG Denmark achieving the pre-eminent position in its market? How do you plan on maintaining that position?

A For IDG Denmark A/S progress has been extremely satisfactory for three basic reasons: the decentralized corporate nature, a well-dedicated and engaged IDG staff and the opportunity to introduce the right products at the right time. It is of great importance to IDG Denmark to maintain this progressive trend. We aim at proceeding into the future with unreduced speed defying any obstacle caused by the recession. Any deceleration will be interpreted as a sign of weakness. Particularly when operating in small markets like Denmark with a typically strong IDG market dominance, it is absolutely essential for IDG to take leading-edge initiatives and at the same time underscore its own dominant position.

Q Can you predict what the year 2000 will be like for IDG Denmark?

A The year 2000 is, in fact, included in our business plans. In general, we operate according to the official headquarters reporting requirements but prepare besides, for internal use, "forecasts" covering five years, "visions" covering seven years and "dreams" reaching 10 years into the future. In other words, the year 2000 is so far part of our dream plans, but nevertheless we are thoroughly prepared, including specified product plans. Our dream plans are re-evaluated every second year and are used as part of our product development. In a small market like Denmark, IDG can definitely benefit from its ability to offer information products to horizontal as well as vertical markets. So my "dreams" for the company by the year 2000 will be for us to be three to four times larger than our plans call for in 1993, and still be No. 1 in the IT information business.

GamePro Custom Publishing division wins Sega publishing contract

GamePro Publishing Inc. last week announced that it has signed an exclusive agreement with Sega of America to produce *Sega Visions*, currently a quarterly magazine dedicated to the Sega video game market. The first issue of the publication to be produced under the new agreement will be a holiday edition, scheduled for nationwide availability in early November.

SEGA
VISIONS
MAY/JUNE 1992
$3.50

Established as a separate division from *GamePro* magazine, this contract represents GamePro Custom Publishing's first contract publishing assignment to date, however there are plans are to aggressively pursue further opportunities.

Under the terms of the Sega Visions agreement, GamePro Custom Publishing will redesign the magazine and produce the editorial material. The magazine will continue its exclusive focus on Sega video game hardware, software and accessories from both Sega of America and affiliated licensees, including the popular 16-bit Sega Genesis and handheld Game Gear game systems, and the soon-to-be-released Sega CD. Information on advertising and marketing opportunities will be forthcoming shortly.

"This is a unique opportunity for both our companies to combine their joint areas of expertise," said *GamePro* Publisher **John Rousseau.** "With our knowledge and experience in the publishing arena, and Sega's success in the video game market, we will amplify the scope and reach of Sega Visions, and turn what is currently a strong marketing vehicle into a powerful industry presence."

"We are dedicated to growing Sega Visions," said Ed Volkwein, Sega's senior vice president of marketing. "We are confident that GamePro Custom Publishing will successfully direct the transformation of Sega Visions into a mainstream consumer publication serving the needs of Sega video game enthusiasts nationwide."

South Africa

- FROM PAGE 1

will have access to the latest news from around the world through IDG's resources. IDG publications worldwide will have access to the South African IT industry through the News Service, and IDG customers around the world will gain access to the sophisticated South African IT market."

The process of identifying the right partner for IDG began in January with Hill's initial visit to South Africa. Hill met with potential partners while investigating the South African market.

"Nothing beats a first-hand look at a company and a country to get a sense of the potential for a successful product with a good partner," Hill said.

As is the case in other African countries where IDG is present — Nigeria, Kenya and Egypt — Hill expects that *Computing S.A.*'s influence will spill over the border to South Africa's neighboring countries of Namibia, Zimbabwe, Botswana and Mozambique.

South Africa's IT market is in the top 30 in the world, and grew 14% in 1991, according to **Paul Nesdore, IDC's program manager** of International Planning Services at IDC. Overall IT growth is expected to remain at 14% for 1992, according to BMI—TechKnowledge, IDC's South African partner. The partnership, also known as IDC-Southern Africa, was formed in January.

Worth approximately $2 billion, the South African market makes up approximately 1% of the world's computer market and tends to follow world trends, although lagging by up to two years in some areas.

TISC joins forces with IDC

In a move designed to exploit the synergies that will be achieved by closer cooperation, Technology Investment Strategies Corp. (TISC) will become a division of IDC, effective immediately, with most employees reporting directly to IDC President **Kirk Campbell**. Former TISC President **Charlie Greco** has been asked by the IDG Executive Committee to assume responsibility for a new IDG project.

TISC's business is primarily focused on providing IT decision makers with advice on what new technologies to adopt and how to leverage existing resources. Through its Financial Services Group, TISC also provides end users and leasing companies with information regarding residual values and current fair market values on IT equipment ranging from mainframes to PCs.

"This merger will strengthen the research products offered by both IDC and TISC and lead to increased revenues," said Campbell. "IDC's vendor research analysts will benefit from increased contact with computer end users through the TISC research organization. TISC's leasing analysts will expand their knowledge base by working more closely with IDC's vendor analysts."

TISC also has well-established research, sales, production and management teams in the U.S. and the UK. IDC plans to keep these teams in place and continue with a focused approach to building the leasing and user research businesses.

"It is important to note that Charlie and his entire team first established IDC Financial Services Corporation as the industry leader in providing services to the leasing and banking industries," said Campbell.

"Charlie has also consolidated and repositioned IDG's end-user research business so that it is now in a position to grow rapidly in the next few years," he said.

Off site

When *CIO* Managing Editor Lew McCreary heads off to his study to do a little writing after dinner, it's most likely to be murder — not mergers — that will occupy his thoughts for the next few hours.

McCreary, with two novels to his credit so far, has managed to fashion a workable, if somewhat hectic, dual career for himself. By day, he is responsible for the day-to-day editorial operations at *CIO* magazine, where he has worked since the publication was launched in 1987. At night and on the weekends, he makes time for his fiction.

"When I started with IDG, I approached [*CIO* President and Publisher] **Joe Levy** and [Editor-in-Chief] **Marcia Blumenthal** about working a four-day week in order to accommodate my writing, and they were good enough to indulge me. Without their cooperation, this would be a good deal more difficult to pull off," noted McCreary.

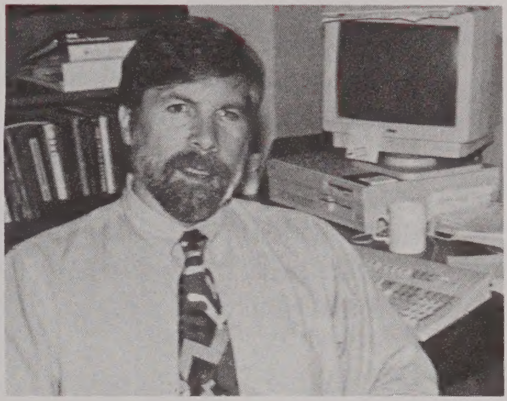
McCreary's first book, *Mount's Mistake*, was published in 1987 by Atlantic Monthly Press. It is the story of a somewhat dysfunctional young man who runs away from home and joins the circus where he becomes enamored of an elephant, a relationship that ultimately leads to his untimely death.

McCreary's inspiration for the novel derived from a film account of an elephant being electrocuted on Coney Island for attacking and killing a circus worker who stubbed out a cigarette on his tongue. "I was fascinated by the story," recalled McCreary. "I tried to imagine what kind of person J. Fielding Mount was — what his life could have been like to lead him to that moment and to such an end."

The book took eight years to complete. "I was learning how to write a novel as I went. Often, I would become frustrated with the interminability of the project and there was a whole year and a half to two years when I put it aside and didn't write a word of anything," explained McCreary.

COULDN'T STOP AT A SHORT STORY

The motivation to write his second novel, *The Minus Man*, was also rooted in real events. A number of young Massachusetts women were found murdered within a relatively small area. There was some speculation at the time that Seattle's notorious "Green River" killer (thought to be responsible for the deaths of nearly 50 young women in the Seattle area) had migrated East. "I was intrigued by the idea," recalled McCreary, and he sat down to write a short story chronicling what the killer's cross-country journey might have been like. "Basically, I became captivated by the character and couldn't stop with just a short story." The novel, which is a first-person account of a serial killer who randomly selects and poisons his unsuspecting victims with tainted Southern Comfort, was completed in just 14 months and published by Viking Penguin in 1991.


World Update

McCreary's novel, *The Minus Man*, was called "challenging, disturbing and deeply memorable" by author Anne Rice in a *New York Times* book review.

McCreary says he is drawn to writing about people and events that he finds personally mystifying or frightening. "I'm interested in what makes people tick," he says. "I like to explore the seemingly inexplicable random fates that reach out and grab people. None of the victims in the *Minus Man* does the remotest thing to deserve his fate; they're just in [the killer's] path."

McCreary began his publishing career as a proofreader and production editor at North Shore Weeklies in Ipswich, Mass., then moved on to free-lance stints proofreading books for Little Brown and Houghton Mifflin. He then worked as a copy editor at *The Boston Globe* and from there went to *PC Week* where he began as a copy editor and ended up as managing editor. Five years ago, he joined IDG.

Would McCreary ever choose to write full-time? "No. Writing is such a solitary endeavor. You become sensory deprived. While I could always wish for more time to write, I thoroughly enjoy the social aspects of going to work. I like the balance between my work at *CIO* and my writing. I enjoy the challenges associated with putting out a publication 18 times a year. Most of all, I enjoy working with the *CIO* team — we have a great bunch of people."

IDG World Update's Off-site profiles employees with interesting off-hours activities or avocations. Call (617) 423-9030 or fax (617) 423-0712 with your ideas.

Mello

- FROM PAGE 1

editorial positions since the magazine's earliest issues in 1984. Prior to working on *Macworld*, Mello was part of the editorial team that founded *PC World* and before that served on the staff of *PC Magazine*.

Mello's first issue in his new role will be the December 1992 issue, which will premiere his monthly opinion column.

Mello pledged to continue *Macworld*'s tradition of commitment to the Mac marketplace by providing the highest quality magazine with a unique blend of timely product news, reviews based on results from Macworld Labs, and monthly features from the industry's most respected writers.

"It's a testament to Jerry that *Macworld* has remained the Mac leader in the marketplace since its inception," Mello remarked.

Borrell's new company, SUMERIA, will be a wholly owned subsidiary of IDG. Its first product, an interactive magazine on CD-ROM, is expected to ship sometime this fall.

"Jerry has worked very hard for the past seven years to make *Macworld* the most respected consumer journal on Macintosh issues. His contribution and standing in the market have been unsurpassed," Martin said. "All of us at *Macworld* are delighted that Jerry's special brand of technology intuitiveness will be used to help take IDG into the 21st century."

Noteworthy !

TRANSFERS

Chin World Update

Bonnie Chin, originally hired as a sales assistant in the CW Publishing Burlingame office, is the new billing coordinator at Infoworld Publishing Co. In her new role, Chin will be responsible for proofing advertisement layouts as well as verifying billing information for each account. Chin holds a BS in business administration from the University of Oregon and enjoys aerobics, shopping and reading in her spare time.

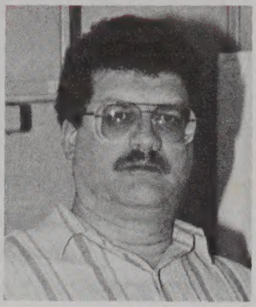
* * *

Hennigan World Update

Valerie Hennigan has recently joined *GamePro* as a marketing specialist, where she will assist in marketing *GamePro* magazine and its ancillary products. Hennigan comes to *GamePro* from *MacWorld* where she was associate designer in the advertising sales/marketing group. Hennigan earned a BA in theater arts from the University of California at Los Angeles and finds time for volleyball, rowing and mountain biking when not in the office.

NEW EMPLOYEES

Integrated Media welcomes **Peter Gladysz** as a new human resources administrator. Gladysz joins IDG from Saks Fifth Avenue in San Francisco where he was an HR representative. Gladysz earned a BA in merchandising from San Francisco State University and enjoys U.S. Masters swimming, skiing and reading.



Gallie World Update

Rodney Gallie has signed on with *InfoWorld* as the new test center LAN administrator. Prior to joining *IDG*, Gallie was network administrator at Price Waterhouse in San Francisco

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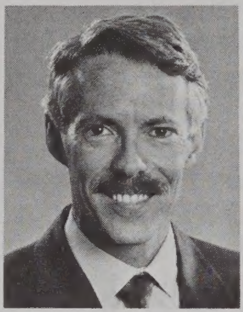

Abrams PC World

Alan Abrams is the new advertising manager at *PC World* where he will work to develop support materials for sales as well as promote the publication among advertisers and agencies. Abrams comes to IDG from Donaldson Group Advertising in San Francisco where he was a management supervisor. He earned an MBA in marketing from the Wharton School and enjoys playing tennis when not in the office.

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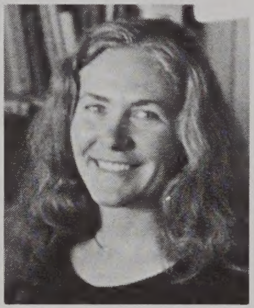


Chlouber World Update

Macworld welcomes two new employees to its ranks. **Belinda Chlouber** is a new designer for the reviews, Art Beat and Getting Started sections. Prior to joining IDG, Chlouber was production manager at *Art Forum* magazine in New York. She earned a BFA in painting from the Kansas City Art Institute.

The company's newest sales associate is **Rachel Gillis,** who will be responsible for sales in the southwestern region. Gillis joins IDG from Banyan Systems in Irvine, Calif., where she was a district administrator. She earned a BS in management from Pepperdine University in Malibu, Calif.

Calendar

- **SEPTEMBER 8**
PC Conference
IDC Germany
Munich, Germany

- **SEPTEMBER 15-17**
MACWORLD Expo/Toronto
Metro Toronto Convention Center
Toronto, Canada

- **SEPTEMBER 21**
IDG European Managers Meeting
Venice, Italy

- **SEPTEMBER 22**
PC Conference
IDC Switzerland
Zurich, Switzerland

- **SEPTEMBER 23-25**
IDC's European IT Forum
Excelsior Hotel
Venice, Italy

- **SEPTEMBER 30-OCTOBER 4**
Hi-Tech Workshop '92
Hilton Congress Center
Izmir, Turkey

- **OCTOBER 15**
European Networks and Communications Conference
IDC France
Paris, France

- **OCTOBER 16**
European Software and Services Conference
IDC France
Paris, France

- **OCTOBER 21-23**
IDC National Sales Meeting
Boston and Framingham

- **OCTOBER 29-31**
MACWORLD Expo/New Zealand
Ellerslie Function Centre
Auckland, New Zealand

IDG JOB OPPORTUNITIES

• NEW POSITIONS • **August 31, 1992**

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new position that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

U.S. CORRESPONDENT (IDG)

To cover the U.S. computer and communications markets for IDG's International News Service wire. Wide ranging responsibilities include covering breaking stories for the daily wire and working with IDG News Service corespondents around the world to develop in-depth coverage with a uniquely global perspective. Frequent travel to trade shows and out-of-town press conferences will be required. The ideal candidate has a good command of AP-style news writing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum - from PCs to mainframe systems and from LANs to global voice/data networks.

REGISTRAR - EXECUTIVE PROGRAMS (CIO)

Responsible for enrollment, invoicing and correspondence for CIO conferences; managing program databases and reports; generating weekly reports; on-site conference support. Experience with FileMaker Pro (MAC), some bookkeeping experience, telephone skills, accuracy and close attention to detail required.

TECHNICAL ANALYST (IFW)

This highly visible position requires both excellent writing and hands-on technical skills. The ideal candidate has experience in installing and administrating LANs, WANs and telecommunication links, bridges and routers, E-mail gateways, and working under varied operating systems. Application development skills preferred.

LAN ANALYST (IFW)

This position is responsible for test design for *InfoWorld* network product evaluations. Qualified candidate must possess a thorough understanding of microcomputer and networking technology, especially in Novell, LANs. Must have excellent communication skills and be proficient in C+ or any 3rd generation language. Programming experience preferred.

PC SUPPORT SPECIALIST (IFW)

This entry level position will be responsible for PC/LAN user support. The Support Specialist will develop and maintain a help desk, policies and procedures and administrative daily department activities. Candidate must have 2 years PC support experience, excellent knowledge of MS, DOS, Mac and major business software applications. Experience with Novell LANs a plus.

FINANCIAL ANALYST (IFW)

This position is responsible for supporting upper management through development of financial reports, preparation of operational analysis, cost justification and implementation orders (purchase order system). Requires excellent communication skills, a thorough knowledge of finance and generally accepted accounting principles. Experience in financial modeling/microcomputer software applications including Quattro Pro, Excel and Word.

OPERATIONS SPECIALIST (IDG/B)

This is a growth opportunity position, responsible for the direct mail center and operational support; administrative and staff support; order entry and fulfillment and customer service.

FINANCE/OPERATIONS ASSISTANT (IDG/B)

This position will serve as liaison with other departments. Will be responsible for AP, tracking royalty records, purchasing software and general supplies. Position requires 2-3 years business experience and skill on the Mac using Excel.

ASSOCIATE EDITOR - EAST COAST (IMI/PUB)

To act as a representative of the magazine on the East Coast, to develop editorial copy drawing chiefly on East Coast companies and sources, and to work with the magazine's San Francisco staff to plan issues and to get editorial material into production. Report on developments in multimedia/presentation, typography and design. Reporting, writing and editing skills required.

NORTHWEST REGIONAL MANAGER (MAC)

Supporting the three Account Managers in the San Francisco office who cover the Bay Area and the Northwest region. Minimum of three years sales and management experience required, along with Macintosh market knowledge.

EDITORIAL ASSISTANT (MAC)

To schedule and host product demonstrations. To support the editorial department through fact checking, product ordering and returning, research, and writing as needs require. Basic familiarity with microcomputers and knowledge of Macintosh industry and equipment. Strong organizational skills and a keen respect for accuracy. Professional phone manner and appearance in dealings with the vendor community. Basic familiarity with the editorial process and writing and editing skills adequate to perform duties outlined above.

WESTERN REGION ACCOUNT MANAGER (GPI)

Successful candidate will possess two years magazine ad space sales experience as well as excellent communication and organizational skills. Must be a diligent, creative, self-motivated team player. Video game market knowledge a plus.

Job Opportunities

Revised: August 31, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	U.S. Correspondent	IDG News Service, Boston, MA	R. Garretson	(617)423-9030
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG	Finance Assistant	IDG Headquarters, Boston, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Show Manager	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Administrative Assistant	Cambridge, MA	S. Perry	(508)935-4407
NWW	Sales Associate	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
IDC	Part-time Administrative Asst.	Framingham, MA	D. Hatch	(508)935-4558
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Copy Editor	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator (2)	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Proofreader	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sr. Analyst, Survey Research	Framingham, MA	T. Picardi	(508)935-4193
CIO	Registrar - Executive Programs	*CIO*, Framingham, MA	L. Rosenthal	(508)935-4273
CIO	Sr. Marketing Promotion Specialist	*CIO*, Framingham, MA	E. Ouellette	(508)935-4605
CIO	Regional Sales Manager	Midwest	E. Ouellette	(508)935-4605
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Operations Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Finance/Operations Asst.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Production Manager	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Telemarketing Sales Rep.	*PCWorld*, San Francisco, CA	J. Edman	(415)978-3250
PCW	Account Manager	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Assistant Technical Editor	*PCWorld*, San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Performance Analyst	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Technical Assistant	*PCWorld*, San Francisco, CA	G. Smith	(415)243-0500
PCW	Employee Developm't Consultant	*PCWorld*, San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Associate Editor - East Coast	*Publish*, Boston Area	S. Augarten	(415)978-3282
IMI	Administrative Assistant	*Publish*, Rochelle Park, NJ	N. Versen	(201)587-0090
IMI	Account Manager	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Rigby	(415)978-3287
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Managing Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
IMI	Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Northwest Regional Manager	*Macworld*, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	L. Giglione	(415)978-3272
MAC	Sales Associate	*Macworld*, San Francisco, CA	S. Saluti	(415)243-0505
MAC	Sales Associate	*Macworld*, San Francisco, CA	C. LaFrance	(415)978-3296
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Classified Sales Supervisor	*CWPI*, Framingham, MA	B. Cox	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
A+	Editor-in-Chief	A+ Publishing, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Sr. Editor/Copy Chief	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Part-time Copy Editor	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
GPI	Western Region Account Manager	*GamePro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Production Assistant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

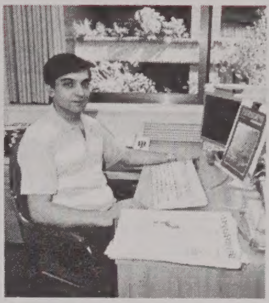
Chairman's Achievers

Lisa Brazieal
Assistant Production Editor
Macworld

Lisa Brazieal has been named a Chairman's Achiever in recognition of her outstanding efforts in maintaining the Macworld Online forum on the commercial online service America Online. In addition to her regular responsibilities at the publication, Brazieal assumed sole responsibility for providing *Macworld* material for posting on Macworld Online — and did so in a timely and efficient manner. She dealt with various America Online employees and worked with a number of editors to accommodate their special requests. Her efforts culminated in Macworld Online beating out many more established competitors in being named 1991 runner-up in the Best Online Service category as determined by the Computer Press Association. "Lisa's accomplishment helps reinforce IDG as a leader in all aspects of computer publishing— including online publishing — and shows that IDG's creative, hard-working employees can shine even against some of IDG's better-funded, more established competitors," noted **Luis Camus**, *Macworld* assistant managing editor.

Juan Jose Marquez
Archive/Documentation Specialist
Computerworld Espana

Juan Jose Marquez spent the month of June immersed in a special project that has garnered both goodwill and added revenue for IDG Communications S.A. in Spain. The project, a joint effort of *Computerworld Espana* and *PC World Espana*, is a 20-page supplement to the publications called *Pasatiempos Computerworld*. The supplement is a unique collection of games, crossword puzzles and quizzes all focusing on the information technology industry. Marquez created the copy, took the front cover photo and designed the publication using a Macintosh desktop publishing system. "Our readers enjoyed the special issue, our clients collaborated with us with special advertising, and we have made money with Juan's idea," noted **Alvaro Morenes**, financial controller at IDG Spain. "Juan's idea represents the first time that a specialized magazine has launched such a supplement in Spain."


IDG Spain

Marquez

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Eileen O'Brien - IDC

SIXTEEN YEARS
Ingrid Schmid - IDG Germany

TWELVE YEARS
Ellen Rahmann - IDG Germany

ELEVEN YEARS
Kim Myhre - IDC
Sue Donohoe - *SunWorld*

TEN YEARS
Bertrand Cerval - IDG France
Ian Thalmessinger - IDG UK

NINE YEARS
Kurt Ebner - IDG Germany
Claude Bril - IDG France

EIGHT YEARS
Siegfried Reich - IDG Germany

SEVEN YEARS
Hans Peter Nitzsche - IDG Germany
Julia Blelock - LINK Resources
Pierre Berger - IDG France
Paul Leveraas - IDG Norway

SIX YEARS
Angela Sauter - IDG Germany
Andreas Silbermann - IDG Germany
Jens Jørgen Krag Hansen - IDG Danmark
Jean Paitel - IDG France
Philippe Monnin - IDG France
Don Hall - IDG New Zealand
Scott Lum Duenas - PCW Central Services

FIVE YEARS
So-Fong Yip - *Macworld*
Kevin Greene - Integrated Media

FOUR YEARS
Hermann Gfaller - IDG Germany
Lars Østermann - IDG Danmark
François-Yves Le Gal - IDG France
Betten Talleras - IDG Norway
Shannon Linville - *SunWorld*

THREE YEARS
Irmgard Meyer - IDG Germany
Marie-josé Madelrieux - IDG France

TWO YEARS
Henry Hui - Asia Computerworld
Lynda Rosenthal - *CIO*
Wolfram Haase - IDG Germany
Sandra Busch - IDG Germany
Alexandra Eckbauer - IDG Germany
Bruno Varyze - IDG France
Antonia Castro - IDG Spain
Jose Marzal - IDG Spain
Vikki Hudson - IDG UK
Anna Tse - *Computerworld Hong Kong*
Ng Wai Man - *Computerworld Hong Kong*

ONE YEAR
Maria Grazia Tripodi - IDG Italy
Simona Cattaneo - IDG Italy
Elisabeth Alt - IDG Germany
Andreas Hudema - IDG Germany
Karina Møller Nielsen - IDG Danmark
Sabrina Chummun - IDG France
Anne Hazard - IDG France
Florence Pernot - IDG France
Kateline Renaudin - IDG France
Jose Lainez - IDG Spain
Carina Longbottom - IDG UK
Norreha Sayuti - *Computerworld Southeast Asia*
B.J. Mitchel - *Publish*

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Linda Devine will receive an official "Off line" T-shirt, and the honorable mention winners below will receive IDG World Update stadium cups.

HONORABLE MENTIONS:

"OK boys, on the count of three, the dinosaur dies! One, two..."
- Lisa Mitchell, *Computerworld Australia*

"I said I'm here to snoop out a bug— not get a group hug!"
- Debbie Burke, *Electronic News*

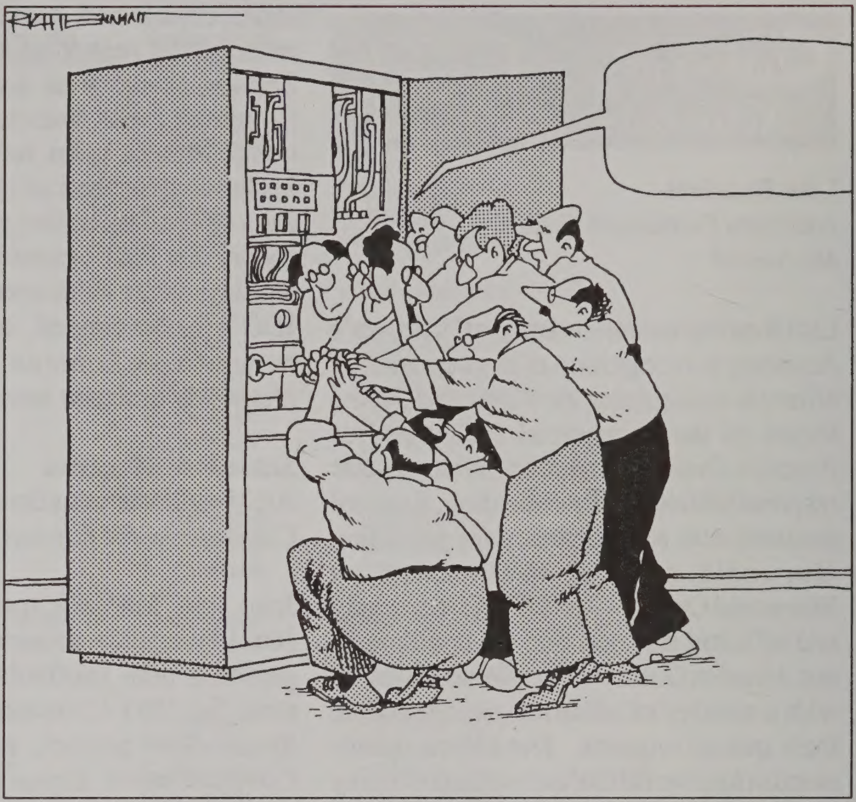
"You were right, Weedenhammer! It *does* take 10 engineers to change a motherboard!"
- Steve Ireland, IDG Australia

"Bill, are you sure the instructions said clockwise?"
- Fiona Shepherdley, IDG Australia

"Jones, Blalock, Miller... everyone's here but Fozdick. I'm holding him responsible for supergluing this screwdriver!"
- Dan Holden, *Electronic News*

"Someone sit down. We have one too many."
- Kevin Burden, *Computerworld*

"Say, how about dinner tonight...?"
- Gerard Chong, Asia Computerworld Communications



"No, no! It's righty-tighty, lefty-loosey!"
- Linda Devine, TISC

"Who's bright idea was it to unionize the maintenance staff, anyway?"
- Michael McCarthy, *SunWorld*

"Well Paddy, we know the answer to that joke now. It takes 10 of us!"
- Jon Lesjak, IDG Australia

"OK, who is the one turning left?"
- Finn Geisler, *CAD/CAM World Denmark*

"You fools! This is not the idea behind workgroup computing!"
- David Brown, TIS Corp.

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

On line: Bill Murphy answers your financial queries

- PAGE 3

IDG IS VAX installation caps one-year effort

- PAGE 4

Australian employees celebrate 10+ years of service

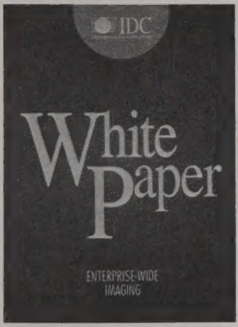
- PAGE 6

IDG World Update

VOLUME 22, NUMBER 36

SEPTEMBER 7, 1992

IDC white paper to appear in U.S., German *CW*s



Computerworld's Custom Publishing Division broke new ground last month with the publication of its first global IDC white paper. The 20-page paper on enterprise-wide imaging appeared in the Aug. 24 and 31 editions of *Computerworld*, and a German translation will appear in the Sept. 11 issue of IDG Germany's *Computerwoche* to coincide with IMC Document Imaging '92, a major imaging show in Berlin.

Scott McCready, IDC's director of image systems, wrote the text of the paper. In it, he points out that while imaging has not yet gained widespread implementation, "top managers at cost-conscious user companies must understand that imaging, when combined with a more enlightened approach to business practices in general, can lift companies into a stronger competitive position."

CW's Custom Publishing Division arranged for the text to be translated by a

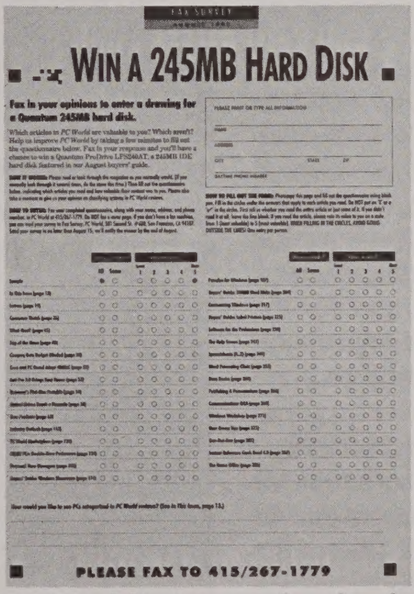
- SEE PAGE 2

PCW's fax-back polls elicit strong reader response

Attempting to assess how well editorial material is meeting the needs of readers is an ongoing process at all IDG publications. In San Francisco, *PC World* has begun experimenting with an alternate method that has so far yielded a phenomenal response.

A new fax-back poll has attracted a wide spectrum of readers while offering significant savings over more traditional means of gathering reader feedback, such as telephone surveys or focus groups.

The one-page fax survey, which has appeared monthly in *PC World* since May, is located toward the back of the magazine. Readers photocopy the page and indicate, by filling in the appropriate circles, their opinions on 25 to 30 sections and articles in that issue. They're asked if they've read all or some of the article or section and how they would rate it on a scale of one to five. Page numbers are included for easy reference. There's also a space for written comments. To encourage participation, respondents who include their name, address and phone number are automatically enrolled in a contest to win a 245MB hard disk and other prizes donated by vendors.



FAX SURVEY

WIN A 245MB HARD DISK

Fax in your opinions to enter a drawing for a Quantum 245MB hard disk.

Which articles in *PC World* are valuable to you? Which aren't? Help us improve *PC World* by taking a few minutes to fill out the questionnaire below. Fax in your response and you'll have a chance to win a Quantum ProDrive LPS240AT, a 245MB IDE hard disk featured in our August buyers' guide.

PLEASE FAX TO 415/267-1779

***PC World's* August fax-back survey drew in excess of 6,000 responses.**

According to Editor-in-Chief **Phil Lemmons**, 250 readers are interviewed by phone each month at an annual cost of $140,000. In comparison, the fax survey has yielded 4,000 to 4,500 responses a month, and its only expense is the start-up cost of less than $6,000 for the appropriate hardware and software. The August *PC World* drew more than 6,000 surveys, in part because Lemmons invited reader comments in his "Letter from the Editor" column.

"The fax poll gives us a close read on what people actually look at, and it's a good representation of reader opinions," Lemmons said. "Plus, it's nice that we use

- SEE PAGE 2

Fax-back

- FROM PAGE 1

the products we write about."

Research Manager **Thomas Gewecke** created the basic survey form, which has to have precisely sized circles and alignment in order to be read and tabulated correctly, using a $1,000 software package, Teleform by Cardiff Software. The art department then redesigned the form on a Macintosh using different fonts to give it a better look. Other necessities are a fax board and Windows, and because a lot of processor time is required to tabulate the faxes, Gewecke has had the best results using a 486DX2/50 machine.

Gewecke

World Update

"The amount of data we're getting is unprecedented in terms of the regular flow of information," Gewecke said. "It's a small number in terms of our readership [over 650,000], but it's an exceptional response given that a good response from a business reply card is 6,000 or so, and that's when we have to pay for the postage."

PC World also saves money because Teleform reads the data and exports it to a spreadsheet, compiling the results automatically 24 hours a day, so no one has to input the information. In addition, readers pick up the cost of using the phone lines to send faxes.

Gewecke said that two of the best features of the fax survey are "the speed with which we get the data, and the large amounts of raw data that we can get very cheaply and look at in different ways."

400 SURVEYS IN A WEEK

One day after the September issue was mailed, for example, surveys began to pour in, and more than 400 had been sent in just a week.

Phone surveys are usually conducted three weeks after people receive their issues, but the results are not sent to *PC World* for another month. When called, readers might be interrupted from another chore and distracted, may not have the magazine in front of them and not remember titles or details of specific articles.

While recognizing that readers who return the fax survey may be more motivated than some of the phone respondents, Gewecke said when he looks at the feedback and ranks the articles in terms of readership and value, the top and bottom five are usually the same for both phone and fax respondents.

PC World will continue to perform phone surveys until staff members can determine if there are any major differences from the fax-back results, and Gewecke plans to conduct an intensive demographic survey of both the phone and fax audiences.

He's also studying trends of the fax survey over time to see how various types of articles are perceived, such as the reaction to "how to" articles compared with articles about new computers, and he is looking at using the system for other kinds of surveys apart from editorial value studies.

For more information on the fax survey, contact Gewecke at telephone (415) 978-3153 or fax (415) 442-1891.

White paper

- FROM PAGE 1

Wang employee in Germany who was familiar with the imaging industry.

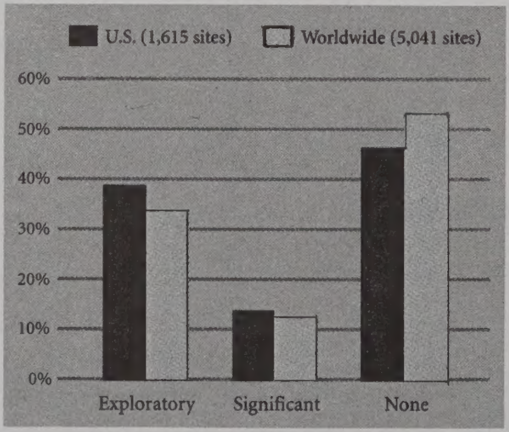
Larry Craven, *CW*'s vice president of custom publications, said he was pleased to have the opportunity to work with a sister publication, noting that staff members at IDG Germany arranged for the insert in *Computerwoche* and helped book a Siemans-Nixdorf ad that appeared in the German edition.

Other sponsors were Wang, IBM, Digital, Kodak, Unisys, the Association for Information and Image Management and IMC Document Imaging '92. Most of the organizations had their advertisements translated into German for the *Computerwoche* insert.

"The reception from the vendor community has been very good," Craven said. "They like the idea of doing a white paper that has global implications for them." Several more global white papers are in the works, he added.

During the Berlin event, which is being held Sept. 14-16, *Computerworld* President **Gary Beach** will host a reception for top imaging executives attending the show.

Expected imaging use



Source: IDC/Avante

Users are cautiously committing themselves to imaging systems

IDC Briefing Sessions set for 1993

IDC has announced the dates and locations for its Directions '93 Briefing Sessions in the U.S.:

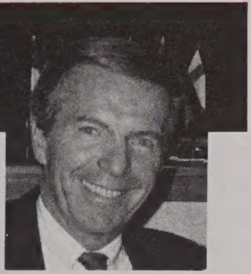
March 4	**Santa Clara Convention Center** **Santa Clara, Calif.**
March 12	**Hynes Convention Center** **Boston, Mass.**

Given the exceptional turnout at this year's briefing sessions, IDC has rented larger facilities for 1993 to accommodate more attendees.

For more information, contact MaryAnne Sinville, IDC's director of marketing, at (508) 872-8200.

On line

ASK BILL



IDG Executive VP/Finance Bill Murphy answers your questions this week.

Q Why doesn't IDG issue corporate credit cards or reimburse an employee for the expense of maintaining one?

A IDG is presently soliciting proposals from three of the major credit card issuers. As soon as we have worked our way through the proposals and completed negotiations with the finalist, an announcement will be made to employees.

Q Why are quarterly financial reports no longer included in *IDG World Update*?

A Although the distribution of *IDG World Update* is to employees, we found that copies were going to people outside the company, and more important, to the press. A distinct competitive advantage to a privately held company is that there is no requirement to issue detailed quarterly statements. To preserve that advantage we have elected not to publish financial information in *Update*.

Q There's a big differential between interest rates in Germany and the U.S., with U.S. rates being much lower. What is the long-term impact of such a differential ?

A Currently, Germany happens to be somewhat of an anomaly in the world financial markets. The costs of unifying Germany were greatly underestimated. In addition, Germany's policy of providing citizenship to anyone of German descent, regardless of where they were born, has resulted in an influx of several hundred thousand people from former eastern bloc countries. This influx of people has not only caused widespread unrest but has also put a tremendous strain on the cost of social services. All of this has caused Germany to increase debt and dramatically increase the money supply as they replaced the former East German currency with deutsche marks. To get control over the money supply, control inflation, and attract foreign funds, an increase in interest rates was inevitable. Unfortunately, the high interest rates in Germany have had a paralyzing effect on the other economies of Western Europe, which are for the most part in recession.

The Bundesbank is under pressure from other Western European countries to lower interest rates, and they no doubt will once they feel the money supply growth is back to reasonable levels. Since Germany has an inverted yield curve, meaning that short-term rates (around 9%) are higher than long-term rates (around 7.7%), it is clear that investors are looking for lower German interest rates in the future.

Interest rates in the U.S. have plummeted as loan demand has dried up. Corporations are going through a period of rebuilding their balance sheets, which means reducing debt. The commercial real estate market, the largest user of debt in the U.S., is oversaturated, and it will be for three to four years before the current oversupply is sopped up. As a result we have had ever-declining interest rates.

In summary, I think you can look for the gap between U.S. and German interest rates to close somewhat over the next year.

Q What is the difference between an internal and an external audit?

A An internal audit is conducted by our own staff and is of an ongoing nature. It is designed to ensure compliance with corporate policies, review financial systems and procedures, and perform routine audit tests necessary to ensure that monthly reporting is an accurate reflection of a unit's performance. The external audit of IDG's accounts is conducted once a year by Deloitte & Touche, the result of which is a statement certifying to the outside world that our statements present the position of IDG fairly and that they are in conformity with generally accepted accounting principles.

Q Has the recent decline in the value of the dollar affected any business plans or the way you're looking at IDG's financial plans going into the next fiscal year?

A The decline in the dollar has no impact on how we look at IDG's financial plans going into the new fiscal year. Obviously the decline has a beneficial effect on reported earnings in that we report in dollars. The companies feeling the greatest impact are those selling into or buying product from Western Europe.

Q What's your view of the state of IT in New England, given the way Wang and other companies are shedding jobs? Do you think existing companies will come back, or will new companies grow enough to generate jobs and boost the economy as they did in the '80s — or is New England seeing the end of its IT heyday?

A I don't think anyone would say New England has seen the end of its IT heyday. In addition to a most appealing environment, the area also has a preponderance of outstanding educational institutions, hospitals, and cultural activities. These have always been the main ingredients for developing or attracting new companies to the area.

Surely there will be substantial changes in the makeup of the work force as manufacturing jobs decline through downsizing at such companies as Prime, DEC and Wang. On the other hand, we are already seeing the move from hardware to software and networking with the creation of a large number of new companies in the area.

New England has been written off many times in the past only to go through a resurgence in economic activity. Next time around it should be aided by a decidely pro-business government as well as close proximity to the European Community.

IDG IS gets new, improved VAX

Until last week, the nerve center for all of IDG's U.S. business units' accounts payable, advertiser billing, insertion orders and receivables, and the general ledger system was housed in a Digital Equipment Corp. VAXcluster. The system, which consisted of a Model 8350 and a 6310 wired together to share resources, was roughly the size of five upright refrigerators.

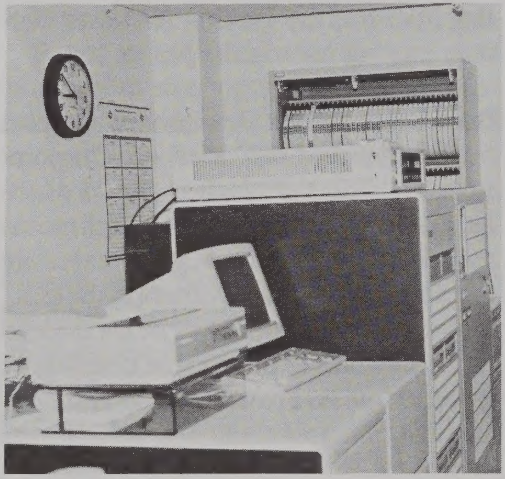
Despite its physical size, memory was running out, and IDG IS Director **Nancy Newkirk** was hired last August and given the task of replacing the cluster.

Newkirk and her staff embarked on a lengthy evaluation of the various options open to them, ultimately electing to stay with DEC hardware, as all the software currently in use runs on DEC machines. "I wasn't up for replacing the software too at this point!" Newkirk said.

The four-year plan put together by the group called for the purchase of a new VAX 4500 and the replacement of the financial software over the next several years. "That software will run on any kind of platform," noted Newkirk. "We want to get to the point where the software doesn't dictate the kind of computer we use."

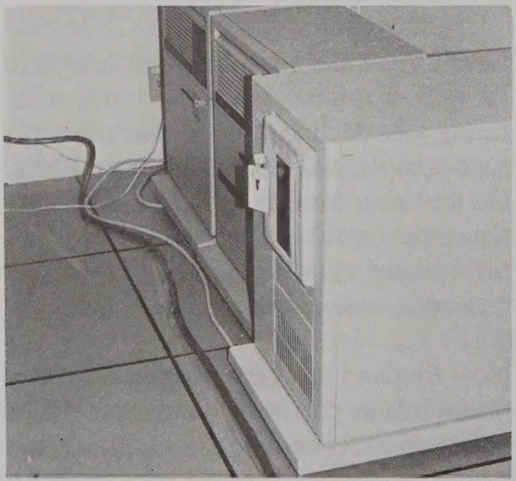
The new system, roughly one-fifth the physical size of the old cluster, arrived last Tuesday. Operations Manager **Kevin Burns** headed a team that began work Friday evening at 7 p.m. and had the new system up and running by 8:00 Sunday night.

Nancy Newkirk welcomes the long-awaited VAX upgrade.



Half the old system...

All photos by IDG IS



...took up more floor space than the entire new one.

Kevin Burns led the team that got the new VAX up and running.

FYI

Please note, the following are no longer associated with IDG:

GREECE:
License was cancelled with H.A. Samouhos Ltd.

COLOMBIA:
License with La Nueva Ley has been cancelled and transferred to:

Ciro Villate
Inviarco Limitada
Carrera 90 No. 156-19 Apto. 401
Bogota, Colombia
Phone: + 571-680-0399

BRAZIL
***Publish Brazil* is no longer being published.**

■ ■ ■

New addresses:

GERMANY
Headquarters of IDG Communications Verlag AG is now located at:
Leopoldstraße 82 5th Floor
8000 Munchen 40

Staff located at the new address include:

Eckhard Utpadel, Monika Tenbieg
Jurgen Reischl, Jutta Zimmermann (administration)
Svenja Mohn (personnel)
Jutta Volk (public relations)

Phone and fax numbers remain the same.

TURKEY
IDG/UFT's Ankara phone number is: +90-4-426-9937
fax number: +90-4-426-4449

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 7, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new position that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

HUMAN RESOURCE ADMINISTRATOR (IDG)

Candidate will be responsible for the administration of the Collaborative Training Program, including scheduling, registration, and communications. Will also provide administrative support to the Vice President of Human Resources. Other duties include budget administration, year-end reporting. maintenance of training database, coordination of weekly Job Posting and special projects as assigned. Two to three years administrative experience required, college degree preferred. Candidate must possess organizational skills and the ability to multi-task. Working knowledge of MS Word, Excel and PageMaker for the Mac preferred.

EDITORIAL EVENTS DIRECTOR (IFW)

This position will plan, implement and manage all conferences produced by *InfoWorld's* Editorial Events Department. Primary duties include: developing and implementing conference objectives, plans and budgets; event promotions; managing outside design firms for promotional, registrant materials; monitor conference budgets throughout the project, including all revenue and expenses. Candidates must be able to develop themes and identify technology/products to incorporate within the program. Experience managing all aspects of hotel coordination, catering, convention services, front desk, audio/visual and other departments is required.

ACCOUNT MANAGER (IFW)

This telemarketing sales position deals with back of the book ads. Candidates should have 2 to 4 years experience. PC industry knowledge a plus.

TECHNICIAN (PCW)

To provide technical support to PC World, Macworld, Integrated Media, and PCW Central Services. Work in the Information Systems Department installing and maintaining Macintosh, IBM, and PC-Compatible computers. Must have networking and PC/Mac experience. Macintosh and Novell certification desirable. Requires good communication skills.

RESEARCH DIRECTOR - DESKTOP TECHNOLOGIES (TIS)

Position is responsible for directing and coordinating research for desktop technologies relating to end-user environments. Candidates must have a strong background in client/server computing, PC acquisition and positioning strategies, network support in multimedia environments, and IS management strategies in these areas. Responsibilities include conducting research, writing bulletins, answering client inquiries, client briefings, industry event presentations, and conducting custom consulting projects.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: September 7, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Human Resource Administrator	Framingham, MA	S. Rogers	(508)935-4161
IDG	U.S. Correspondent	IDG News Service, Boston, MA	R. Garretson	(617)423-9030
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Show Manager	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Administrative Assistant	Cambridge, MA	S. Perry	(508)935-4407
NWW	Sales Associate	*NetworkWorld*, Framingham, MA	S. Perry	(508)935-4407
IDC	Part-time Administrative Asst.	Framingham, MA	D. Hatch	(508)935-4558
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Research Director - Desktop Tech.	Framingham, MA	K. Moody	(508)935-4326
CIO	Registrar - Executive Programs	*CIO*, Framingham, MA	L. Rosenthal	(508)935-4273
CIO	Sr. Marketing Promotion Specialist	*CIO*, Framingham, MA	E. Ouellette	(508)935-4605
CIO	Regional Sales Manager	Midwest	E. Ouellette	(508)935-4605
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Editorial Events Director	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Account Manager	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Operations Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Finance/Operations Asst.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Senior Production Manager	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Associate Editor - East Coast	*Publish*, Boston Area	S. Augarten	(415)978-3282
IMI	Administrative Assistant	*Publish*, Rochelle Park, NJ	N. Versen	(201)587-0090
IMI	Account Manager	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Rigby	(415)978-3287
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Northwest Regional Manager	*Macworld*, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	L. Giglione	(415)978-3272
MAC	Sales Associate	*Macworld*, San Francisco, CA	C. LaFrance	(415)978-3296
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
A+	Editor-in-Chief	A+ Publishing, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Sr. Editor/Copy Chief	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Part-time Copy Editor	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
GPI	Western Region Account Manager	*GamePro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Production Assistant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

PCW award goes to Symantec's Norton Utilities

***PC World*'s Best Buy Award for July went to Symantec Corp.'s Norton Utilities. The award is presented monthly to that product selected by *PCW* editors that best meets an established set of criteria measuring performance, price and ease-of-use. Pictured receiving the award are (left to right) Symantec Marketing Programs Manager Patrick Kennedy and Product Manager Martin P. Rubenstein. *PC World*'s Neil Ferree, account manager, and Steve Fox, senior features editor, made the presentation.**

BEST BUY
AWARD
PC WORLD

PC World

IDG runners shine in Chemical Corporate Challenge

CHEMICAL
Corporate Challenge
BOSTON
BOSTON
sun

IDG

Some of IDG's approximately 40-member team pose for a pre-race photo. Front row (left to right) John Robison, Bob Callery, Nancy Robinson, Deb McKenna, Candace Murphy, Jen Scholze, Sue Frankle. Second row (l-r) Mike Malone, Ken Fuller, Terry Jones, Amy Fellows, Kristen Farese, Tom Mathews, Maritza Medina. Back row (l-r) Jim Falanga, Mike Sullivan, Mark Hanson, Dana Kagno, Kim Myhre, Jonathan Cohler, Shanon Specht, Tom Shaw, Catherine Coughlin and an unidentified friend.

For the fourth year in a row, IDG runners from various Boston-area business units joined forces to compete in the Chemical Corporate Challenge road race. Sponsored by Chemical Bank, the race was one of a series of competitions staged in major cities throughout the U.S. The top teams from each race have been invited to participate in a championship run in October in New York City.

While IDG runners will not be making the trip to the Big Apple next month, they did manage to post some very respectable finishes against a tough field that attracted some 10,000 runners from area businesses.

IDG fielded a team of approximately 40 runners — its largest to date — to tackle the 3.5-mile route through Boston's downtown streets.

The men's team placed 94th out of a field of 282 teams. The women's team was 70th against a field that included 245 teams.

According to IDG Senior Credit Analyst **Jim Falanga,** who along with Credit Analyst **John Robison,** credit analyst helped to recruit and organize the IDG team, "The race was a lot of fun and a great way to foster camaraderie among people from various IDG business units."

Celebrations mark 10+ years of service Down Under

Festivities were the order of the day—and evening—earlier this year as a number of IDG Australia employees celebrated their anniversaries marking 10 or more years of service.

At the Park Hyatt Hotel overlooking Sydney's picturesque harbor, IDG President **Walter Boyd** and IDG Chairman **Pat McGovern** hosted a lunch for **Shirley Ingram, Pat Blackman, Noel Bennett, Max Jaeger, Seppi Heber** and **Susan Searle.** "It was a fabulous occasion with lots of mirth, wonderful food and singing," reported one participant.

Later in the evening at another harborside restaurant, General Manager **Barbara Howell** was honored for her 13 years of service. Managing Director **Don Kennedy**, IDG Vice President of Corporate Services **Marion Kibbee,** President of IDG Research Services **Kathy Dinneen,** Searle and McGovern were on hand to help celebrate.

IDG Australia

From left: Max Jaeger, Noel Bennett, Pat Blackman, Patrick McGovern, Susan Searle, Shirley Ingram, Walter Boyd and Franz-Josef Heber

Barbara Howell joined IDG in 1978 as the office manager, just as *CW Australia* was about to launch. She is now general manager and her responsibilities include overseeing all financial reporting and human resource management and generally keeping the ship on a steady course. Renowned for her sense of humor and boundless energy, Howell's love in life is to cruise with her husband to all parts of the world.

IDG Australia

Barbara Howell gets a congratulatory hug from Pat McGovern.

Susan Searle joined IDG in June 1979 as advertising coordinator for *CW Australia.* In 1982 she began selling hardware and software directories and moved on to a *CW* ad sales position later that year. Searle was named advertising manager for *CW* in 1985, associate publisher in 1986 and publisher of *CW Australia* in 1987. She is now director of sales at IDG Australia, with responsibility across all the publications' revenue. She and her husband Ben are expecting their second child in January and enjoy anything that constitutes "the good life."

Noel Bennett, *CW Australia*'s communications editor and a veteran of the "computercations" industry, is fascinated by the history of the subject he covers. He tips his cap to those pioneers who opened up Australia's inland by erecting telegraph lines, laying coaxial cable across formidable terrain. He delights in visiting galleries and in particular enjoyed viewing the Guggenheim Collection from New York when it was temporarily on display in Sydney earlier this year.

Production Manager Max Jaeger moved to Australia from Germany in 1971. He has been with IDG since the first issue of *CW Australia.* During his career he's seen many changes within the company, the most significant being the changeover into electronic publishing, and he finds being in charge of a very dynamic production team gives him all the challenges he needs. In his spare time, Jaeger enjoys soccer, wild parties, and good old rock-n-roll.

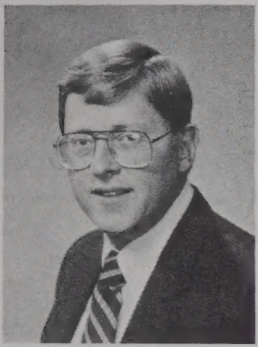
Telemarketing Manager Pat Blackman began selling recruitment and classified advertising in *CW Australia* 10 years ago, and has since been involved with the introduction of several classified sections for other IDG Australia publications. Renamed the Telemarketing Section in 1991, CW's classified/recruitment section has grown dramatically and is now managed by a staff of four whose responsibilities include list rental for all of the office's publications. Married with two sons, Blackman enjoys spending time at her family's seaside vacation house, taking long walks, swimming and cooking.

Franz-Josef (Seppi) Heber, production supervisor for *PC World*, began as a part-time layout artist with IDG in 1981, becoming full-time in October 1982. He has been involved with *Australian PC World* as a supervisor and page layout artist since the publication began in 1984. He emigrated to Australia from Germany in 1971 with Max Jaeger and now lives in the Blue Mountains outside Sydney with his wife and two sons. He enjoys good food, music, bush walking, traveling and playing tennis.

Circulation Manager Shirley Ingram joined IDG in March 1981. While her title has remained the same, her responsibilities have grown to include working in a department of four and handling file maintenance, renewals and circulation promotions for six publications. During the past few years she has also managed list rentals, sales of IDG Books, and distribution of publications to newsagencies. Her interests include travel, especially to out-of-the-way places.

Noteworthy !

NEW EMPLOYEES

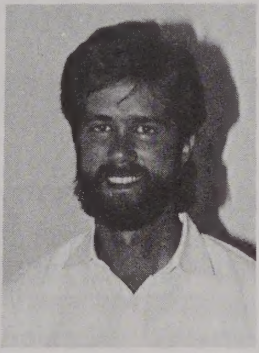

Gantz IDC

IDC is pleased to welcome back **John Gantz** as senior vice president in charge of the Desktop Research Group. Gantz was initially hired at IDC in 1974 as vice president of publications and research. He left that position in 1983 to co-found Technology Financial Services, a consulting company, where he served as executive vice president. Prior to re-joining IDG, Gantz was vice president, chief analyst and director of the software group at Dataquest. He has also worked as a contributing columnist for *InfoWorld*, *Computer Graphics World*, *Networking Management* and *Digital NEWS*. Other articles of his have appeared in *Fortune*, *Forbes*, *Industry Week*, *Discover*, *High Technology*, *Management Technology* and *LOTUS*. Gantz is also co-author of *The Naked Computer*. He earned an AB in mathematics from Dartmouth College in Hanover, N.H.

■ ■ ■

Rau World Update

PC World welcomes two new employees. **Shane Rau** is the new assistant technical editor responsible for assisting the technical editor in reviewing all editorial material for technical accuracy. He also serves as a technical resource for the editorial department. Rau earned a BA in political science form Swarthmore College in Swarthmore, Pa., and enjoys videography in his spare time.


Grubb World Update

Tom Grubb joins IDG as senior performance analyst at PC World Labs where he will develop and execute hardware and software tests, formulate testing methodologies and report test results. Prior to joining IDG, Grubb was a systems analyst at Ziff-Davis Labs. He holds a BA in business from Eastern Illinois University and makes time for mountain biking and skiing.

■ ■ ■

GamePro welcomes **John Sauer** as its new managing editor, responsible for the production of special projects including the newly announced *Sega Vision* magazine. Prior to joining IDG, Sauer was an editorial consultant for *Sega Visions* and has been involved directly and peripherally with Sega for the past six years. He earned a BA in English from the University of Minnesota. Outside the office Sauer enjoys hunting and fishing. He is also a licensed charter boat captain.

■ ■ ■

Garcia World Update

Denise Garcia is the new corporate business manager at Integrated Media Inc. where she will assist the president with administrative responsibilities. Previously, Garcia was an advertising coordinator with *Parenting* magazine. She holds a BA in English from San Jose State University and enjoys bicycling and creative writing in her free time.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIX YEARS

Janet Glynn - IDG
Miklós Horváth - IDG Hungary
Marianne DeLuca - IDC
Angele Boyd-Myers - IDC

FIVE YEARS

Roberta Furger - *PC World*
William Kennedy - *SunWorld*
Nancy McSharry - IDC

FOUR YEARS

Hilary Kushinsky - IDG
Heather Martin Maier - *PC World*
Megan Lane - TechMedia Publishing
Agnes Radnóti - IDG Hungary
Milton Quiah - LINK Resources
Paul Pastrone - IDC

THREE YEARS

Asle Reium - IDG Norway
Timea Somogyi - IDG Hungary
Viola Farkas - IDG Hungary
Zoltán Kiss - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Eva Szegvári - IDG Hungary
Debra Bernardi - IDC

TWO YEARS

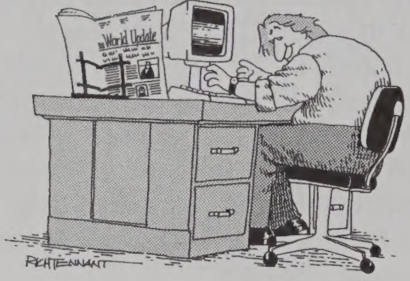
Colleen Beattie - IDG Australia
Kim Powell - IDG
Barbara Boyd - *Publish*
István Dalicsek - IDG Hungary
Judit Erdös - IDG Hungary
Edna Quintana - LINK Resources
Merrill Walsh - IDC

ONE YEAR

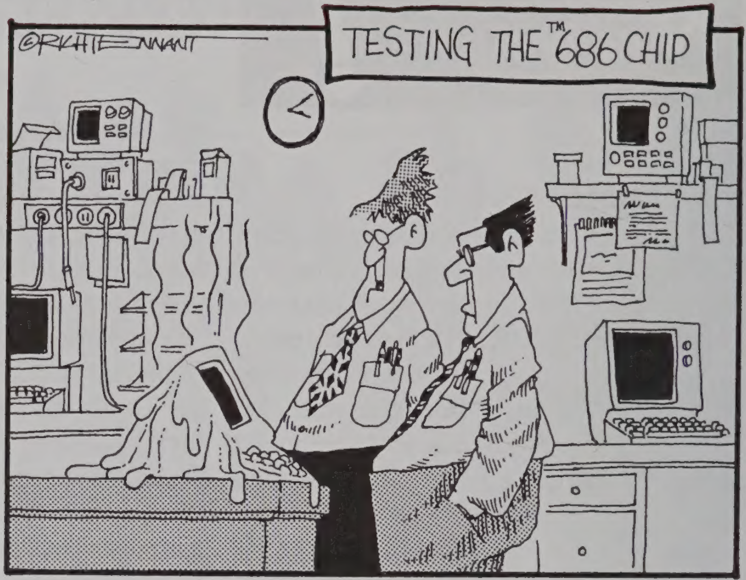
Deborah Capone - *Federal Computer Week*
Arnie Stalheim - IDG Norway
Zsuzsa Balogh - IDG Hungary
Lukács Vértes - IDG Hungary
Laurence Carton - IDG France
Sylvie Guillemin - IDG France
Natalye Alter - IDC
David Smith - IDC
Nicole Roth - IDC

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday Sept. 22. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith. Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Unit audit shows *IW* leader in reaching qualified readers

- PAGE 2

MSD unrolls new version of MAP in second year

- PAGE 2

Chairman's Achiever program announces first quarterly winners

- PAGE 7

IDG *World Update*

VOLUME 22, NUMBER 37

SEPTEMBER 14, 1992

PC World announces *LOTUS* merger

Pat **Kenealy**, president of PC World Communications, Inc., last week announced the merger of *LOTUS* magazine and *PC World*. Beginning with the December issue, *LOTUS* subscribers will receive their magazine bound in to the full edition of *PC World*.

The alliance of these two management-intensive audiences will make *PC W* the nation's largest computer magazine with a guaranteed rate base of 901,000 readers.

PC World Publisher **Rich Marino** called the magazine combination "one of the most sensible publishing alliances of the '90s, and the first of its kind ever. It is unique to find two audiences so similar, he said, and it is rare to have a magazine become a living part of another magazine, especially on this circulation scale.

PC WORLD

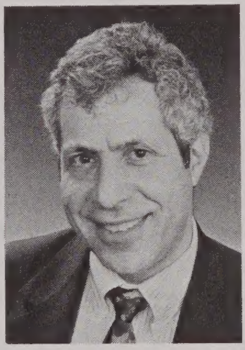
LOTUS

According to Marino, "*LOTUS* readers have told us in surveys they want more editorial on hardware and more product reviews. Advertisers have told us they want to reach the broadest possible group

- SEE PAGE 4

FCW and ISG form new government group

IDG Chairman **Pat McGovern** announced last week that IDG is expanding its commitment to the U.S. government market by creating a new organization, Government Information Technologies Group (GITG). IDG's current government-oriented business units will be part of GITG. The two companies are Information Strategies Group, an information technology research and consulting firm, and FCW Publishing Corp., publisher of *Federal Computer Week*, the newspaper for the government systems community.



Kaplan

FCW

IDG named **Ken Kaplan** chief executive officer of the new group. Kaplan, who has served for the past 16 months as CEO of FCW Publishing (FCWP) and publisher of *FCW*, boosting the publication's market share and profitability, will remain in these roles.

"This new group will set the stage for a further expansion of IDG services for federal, state, local and international governments," McGovern said. He added that IDG expects to achieve enhanced market position through this move, which is effective immediately.

"Government in the United States currently represents a $38 billion information technology business with specialized information needs. We will continue to fill those needs with a broad array of products and services," said Kaplan, who was publisher of CMP Publications Inc.'s *Long Island Monthly* and *VLSI Design* before joining *FCW* in 1990 as director of sales and then associate publisher. He was promoted to CEO and publisher of *FCW* in May 1991. "GITG also will provide services to the evolving information requirements of international governments," he said.

At the same time, Kaplan emphasized the continued separation of the two companies. "There are synergies to be gained by relying on one management team to run these businesses," he said. "GITG is committed to the independence and confidentiality of ISG's research and consultation and to *FCW*'s journalistic integrity."

Joining Kaplan as part of the management team of GITG are **Edith Holmes** and **Randee Rubin**. Holmes, who was editor of *FCW* and executive vice president of FCWP, has been promoted to executive vice president of the group. In addition, she will serve as editorial director and

- SEE PAGE 4

Unit audit: *IW* has clear lead in business reach

InfoWorld last week announced the results of the first unit audit of its circulation, conducted by Audit Bureau of Circulation (ABC). The figures give *InfoWorld* a clear lead among computer industry publications, reaching more business unit readers than any other.

A business unit is a discrete economic entity with its own budget at a particular location and is used as a yardstick for measuring a trade publication's effectiveness as an advertising vehicle. A unit audit shows how many potential buyers with separate budgets a publication reaches, as opposed to a circulation audit showing the total number of readers.

"We conducted a unit audit to provide our advertisers with more detailed information about our subscribers and the effectiveness of our reach," said **Patrick Crotty**, *IW*'s senior vice president/circulation. "For advertisers, units reached equals budgets reached. It's as simple as that."

INFO WORLD

Microsoft blasted for hidden Windows code

NT beta targets big enterprise sites

"With over 104,000 business units represented in our circulation, *InfoWorld* reaches more qualified readers than any other computer trade publication," said **Jim Casella**, InfoWorld Publishing Co.'s president and chief operating officer. "Our chief competitor in the weekly category delivers fewer than 94,000 units."

"The results of the ABC audit show that *InfoWorld* offers advertisers a significant advantage in reaching more people with purchasing power for personal computer and networking products in business, government and education," Crotty added.

InfoWorld is a controlled-circulation weekly newspaper whose 205,000 subscribers qualify based on budget and purchasing authority for personal computer and networking resources. The *InfoWorld* audit report shows that, on the average, each subscriber is responsible for about 464 PC systems and exercises budget authority over approximately $480,000 per year in hardware, software, networking and related purchases.

Crotty noted that *IW* is the first IDG publication in the U.S. to publish a unit audit, which is quite expensive to produce.

MSD introduces comprehensive version of MAP

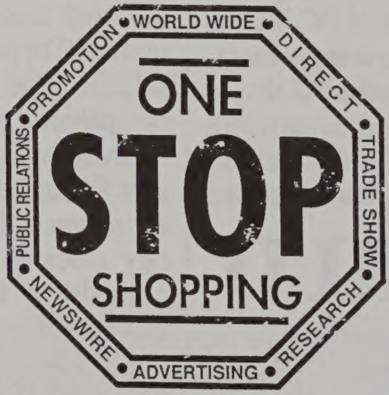
IDG's Marketing Services Division (MSD) will celebrate the first anniversary of its Market Access Program (MAP) this month by introducing a comprehensive new version of the program that ties together the company's domestic and international publication networks.

The announcement caps an active year for the division, including the launch of a new advertising campaign, the introduction of landmark research on the buying process, the first-ever Global Summit, and the successful implementation of MAP itself.

"I shared the great expectations that our U.S. publishers had in exercising their initiative to set up MSD," said IDG chairman **Pat McGovern.** "I am delighted that these high expectations are being more than fulfilled. MSD is playing a very critical role in achieving IDG's long-term goals by boosting our share of market at our largest accounts, and emphasizing IDG unique capability to provide global solutions to marketing success with information technology."

So far this year, MAP advertising contracts total more than $60 million, with about $12 million in incremental business.

"The success of MAP is really an endorsement of the idea that working together we can accomplish more than we can working apart," said MSD President **Kelly Conlin.** "Publishers, sales managers, sales reps—everyone involved in the sales effort—recognized that we can retain all of the benefits of decentralization while still cooperating on securing more business for IDG."



MSD taps all of IDG's resources

The new version of MAP, which will be introduced September 21, combines the domestic publication network and IDG's global discounts for centrally placed advertising in IDG's international product lines.

MSD will also be introducing on September 21 a first-ever duplication audit that shows circulation overlap among IDG's domestic publications. The audit shows that IDG's U.S. publications together reach 1.7 million unique subscribers, the most comprehensive reach, and the lowest duplication, of any publisher in the computer marketplace.

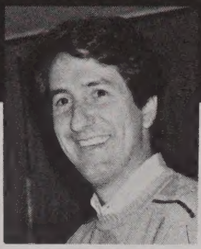
"This new audit gives IDG a powerful new tool for selling MAP and the combination of IDG titles," said Conlin. "The audit is also a publishing milestone because it gives advertisers for the first time the answer to the question they have been asking for many years: 'Are you serving different readers with your different publications, or are you merely producing different publications that reach the same people?'"

This points to a fundamental difference between IDG and its competition—a difference MSD will be highlighting in the coming months.

"Rather than structure IDG publications around a common subscriber database, IDG's low duplication relates directly to our decentralized style of serving distinct reader needs with each of our titles," Conlin said, "And now we have the numbers to prove it."

On line

ASK KELLY



From time to time, "On line" features guest columnists. ***Kelly Conlin****, president of IDG's Marketing Services Division (MSD), takes a turn this week.*

Q **How do you measure the success of MSD?**

A There are several measures, both quantitative and qualitative. First is advertising revenue for our U.S. publications. To date, about 30 Market Access Program (MAP) contracts have been signed that total about $62 million, $12 million more than those 30 customers spent in IDG publications last year. Another important measure is advertising pages: to date, MAP contract advertisers have increased their ad pages in IDG publications by 28% from January-June compared to last year, while those same advertisers have increased in other publications by 16%. It's important to note that we attribute these increases to the enhanced teamwork between all IDG publications as well as the added level of support and service offered by MSD.

The qualitative measures include how our customers perceive the company and our publications. Besides anecdotal evidence, we rely on benchmark studies that test advertiser perceptions. As you can see from the graphs reproduced here, we have improved the perception of IDG as a company that is easiest to do business with—a perception that has been helped, we think, by offering customers an IDG publication network. We have also improved our scores as the company with the most knowledge about the domestic and international marketplace.

Q **What are the goals for MSD in 1993?**

A To improve on the results of our start-up year by continuing to increase IDG's market share as well as communicate IDG's market leadership through events, research and advertising.

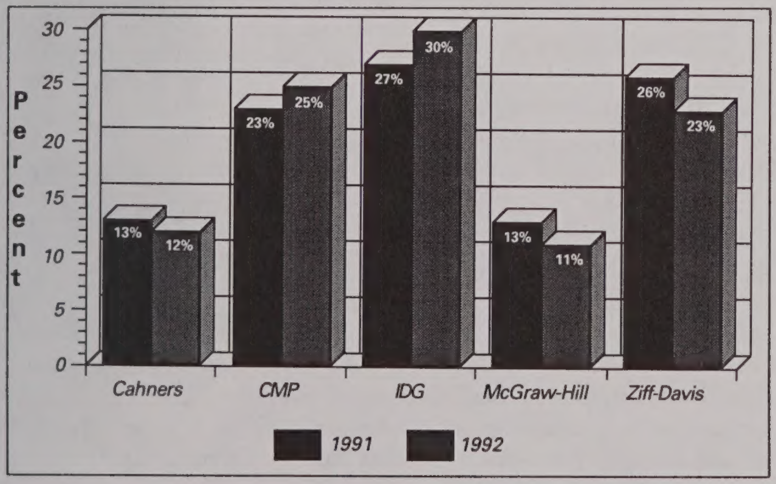
In national accounts, Val Landi will be adding several new national account directors who will join our already very talented team of IDG "systems integrators" who have been quite successful in raising awareness of IDG's products and services for our senior-level clients and providing solid marketing strategies to help our customers succeed. In addition, we want to further streamline the ease of doing business with IDG, and we are introducing a new version of MAP that we hope will do just that. Also, we want to integrate more consistently the global resources of IDG, and we will be working with Frank Cutitta's IMS team to help develop truly global marketing programs.

In marketing, Erica Baccus will continue to improve the benchmark ratings described in the graphs below through an active advertising, research and event program. For example, we will be sending customers this week an invitation to a 10-city research presentation that will present very exciting results of research into characteristics of product branding and distribution channel selection—research that we think will lead to a better understanding of advertising's role in creating brand awareness and the intricacies of channel selection. We will also continue our advertising campaign, our direct mail promotions and events such as the Global Summit.

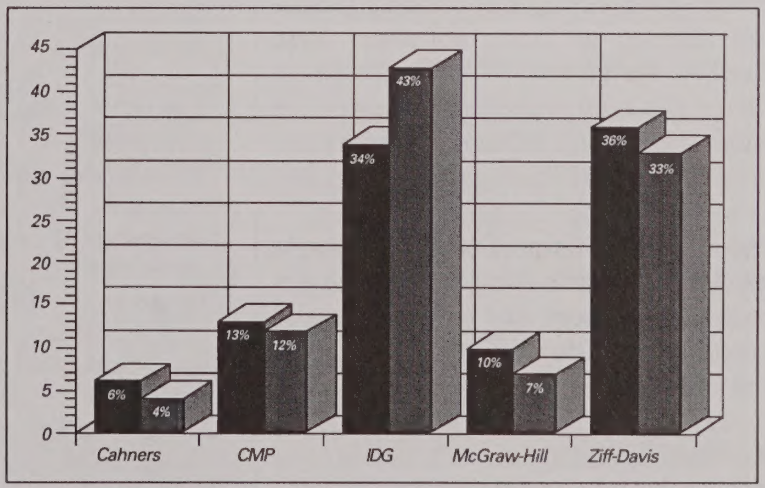
Q **Will MSD be expanding its program worldwide?**

A With IMS as part of MSD, we already have the ingredients for a successful global program for our clients. As our customers increasingly look for global branding strategies, and assistance in understanding global markets, MSD and IMS will help bridge appropriate IDG business units to accomplish our client's objectives. There are several major, multiple-country projects that are being worked on right now that you may be reading about in *IDG World Update* quite soon.

The easiest to do business with



The most knowledgeable about the U.S. IT marketplace



MSD chart

PCW

- FROM PAGE 1

of managers who buy PCs. This merger satisfies both groups."

PC World's accession to the rate base leadership position will add fire to what is already one of the more intense competitions in the magazine world. Before the merger, *PC World*'s last audit statement showed a paid circulation of 652,746—up 6.5% from the previous statement, which was the fastest growth level among major computer publications, according to ABC Fas Fax. *LOTUS* magazine's last audit showed 363,224 readers. Total unduplicated circulation of the combined magazines will be over 901,000.

COMMUNICATIONS EFFICIENCY

IDG Chairman **Pat McGovern** hailed the combination as a significant advance in communications efficiency for the entire PC industry. "This merger combines the strengths of both publications and will enable *PC World* to further enhance its value to readers," he said.

In the last two years, *PC World* has gained 31% in circulation, 20% in ad pages and 66% in page revenue. *Advertising Age*'s June 1992 survey of the top 300 magazines in the U.S. ranked *PCW* 50th largest, up from No. 67 last year. The magazine's success is the result of its sharp focus on PC proficient managers, a group that has emerged as the key buying influence for hardware and software products.

Beginning in December, *PC World* will contain 32 to 40 pages of dedicated editorial relating to Lotus software. **Eric Bender**, most recently *PCW*'s East Coast editor, has been named acting executive editor, *PCW Lotus Edition*. He and a team of six former *LOTUS* magazine editors will be responsible for the editorial content.

According to Marino, Lotus Publishing's special products division, which includes books, newsletters, and conferences and expositions, will report directly to Kenealy and will most likely expand its operations.

There will not be any changes to *LOTUS* publications outside the U.S. at this time as a result of the merger, Marino added.

FCW

- FROM PAGE 1

executive vice president of FCWP. She has spent 18 years as a journalist in the information technology field, including tours with *Computerworld* and McGraw-Hill's *Business Week*.

"I look forward to working with ISG's research staff and *FCW's* editorial department to develop and deliver targeted products that meet the information needs of this vertical market," Holmes said.

Rubin, vice president of finance and administration at FCWP, has been named chief financial officer of GITG. She also will be chief financial officer and senior vice president of FCWP. She has been with FCWP for three years, coming to the firm after 15 years with *Farm Journal* as business manager.

Holmes

PCW

"Randee's financial expertise makes her a key player as we unify and expand IDG's presence in this market," Kaplan said.

Three rise in the ranks at *FCW*

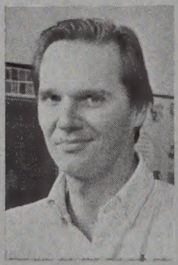
F*ederal Computer Week* Publisher and CEO Ken Kaplan last week named Anne A. Armstrong editor-in-chief and Jim Hussey associate publisher of the newspaper for the government systems community. Paul McCloskey, *FCW*'s managing editor, has been promoted to assume additional responsibility as director of a new newsletter division. The promotions are effective immediately.

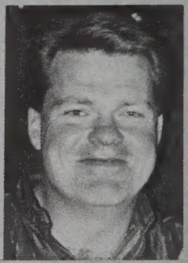
"I am very pleased to make these appointments," Kaplan said. "No staff has worked harder or is more deserving. They are ready to take on these new responsibilities and will continue the tradition of excellence *FCW* has established in more than five years of publishing."

Armstrong replaces Edith Holmes, who was *FCW*'s founding editor and now becomes editorial director and executive vice president of the newspaper. With McCloskey, Armstrong has served for the past 21 months as managing editor of *FCW* and has been with the publication since its launch in 1987. Her 25-year career in journalism includes editorial positions in the information technology field and with magazines published by the University of Virginia and Johns Hopkins University. With a partner, Armstrong created, owned and edited a newsletter on compact disc/read-only memory technology called *CD/Data Report*.

Armstrong

Hussey, formerly director of sales for *FCW*, was sales manager for CMP Publications Inc.'s *Communications Week* and has been with *FCW* for 18 months. During the past 12 months under Hussey's direction, *FCW* has risen to the No. 1 position in this market in ad page sales.


McCloskey


Hussey

FCW photos

As director of the newsletter division, *FCW* managing editor McCloskey will work with Holmes to launch and then run several new publications during the next year. McCloskey is also an *FCW* veteran; he joined the newspaper's launch team as news editor, coming from Fairchild's *MIS Week* where he was a senior correspondent.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 14, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new position that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

STAFF ACCOUNTANT (IDG)

Responsible for assisting Group Controller in all aspects of accounting for a large number of business units. BS in Accounting required, as well as 3 years of experience in full cycle accounting position. Lotus spreadsheet experience helpful; experience in a large company's accounting department preferred. Must have excellent interpersonal and communication skills.

CIRCULATION COORDINATOR (FCW)

Will be responsible for controlled/paid circulation customer service and renewal billing, management of postage accounts, print order and coordination with fulfillment service bureau. Must have PC or MAC experience. Previous circulation, direct mail or promotion/production experience a plus.

ADMINISTRATIVE ASSISTANT - EDITORIAL (PCW)

To provide administrative support to Editorial dept. Answer, screen and direct incoming phone calls. Respond to reader and vendor inquiries. sort and distribute department mail. Copy and distribute manuscripts. Special projects as assigned. Administrative or secretarial skills required. Experience using personal computers, spreadsheet applications and word processing (Word for Windows preferred). Ability to work well within established deadlines.

ADMINISTRATIVE ASSISTANT - AD SALES (PCW)

To support two Account Managers in the Ad Sales department in all administrative aspects of advertising sales. This includes clerical support, office support, customer service and special projects as needed. Must have administrative, word processing, spreadsheet and Database experience. Excellent communication, organizational and telephone skills.

RESEARCHER/DATABASE MANAGER (IMI/SWP)

To collect information for, assemble and edit *SunWorld* Buyers Guide, quarterly editorial special section on selected product categories. Reports to Executive Editor. Familiarity with Macintosh, knowledge of Unix, ability to coordinate/process information from a variety of sources and strong organizational skills required.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: September 14, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Staff Accountant	Framingham, MA	G. Lodge	(603)924-0392
IDG	U.S. Correspondent	IDG News Service, Boston, MA	R. Garretson	(617)423-9030
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	E. Ouellette	(508)935-4605
IDG	Human Resource Representative	Framingham, MA	E. Ouellette	(508)935-4605
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Show Manager	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Administrative Assistant	Cambridge, MA	S. Perry	(508)935-4407
IDC	Part-time Administrative Asst.	Framingham, MA	D. Hatch	(508)935-4558
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Research Director - Desktop Tech.	Framingham, MA	K. Moody	(508)935-4326
CIO	Registrar - Executive Programs	*CIO*, Framingham, MA	L. Rosenthal	(508)935-4273
CIO	Sr. Marketing Promotion Specialist	*CIO*, Framingham, MA	E. Ouellette	(508)935-4605
CIO	Regional Sales Manager	Midwest	E. Ouellette	(508)935-4605
FCW	Circulation Coordinator	*Federal Comp.Week*, Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Administrative Assistant	Info. Strategies Group, Vienna, VA	N. Vesper	(703)893-0833
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Editorial Events Director	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Account Manager	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Operations Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Finance/Operations Asst.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Administrative Asst. - Editorial	*PCWorld*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Administrative Asst. - Editorial	*PCWorld*, San Francisco, CA	C. Canfield	(415)978-3264
PCW	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Senior Production Manager	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Researcher/Database Manager	*SunWorld*, San Francisco, CA	M. Cappel	(415)267-1725
IMI	Associate Editor - East Coast	*Publish*, Boston Area	S. Augarten	(415)978-3282
IMI	Administrative Assistant	*Publish*, Rochelle Park, NJ	N. Versen	(201)587-0090
IMI	Account Manager	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Rigby	(415)978-3287
IMI	Assistant Associate Editor	*Publish*, San Francisco, CA	S. Augarten	(415)978-3282
MAC	Northwest Regional Manager	*Macworld*, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	L. Giglione	(415)978-3272
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
A+	Editor-in-Chief	A+ Publishing, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Sr. Editor/Copy Chief	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
BCP	Part-time Copy Editor	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
GPI	Western Region Account Manager	*GamePro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Production Assistant	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

IDC Germany holds PC, outsourcing conferences

IDC Germany got a fast start into the fall conference season with two events in one week.

Sept. 1 marked a successful venture into a new territory, as IDC Germany produced its first conference for a client. Several months ago, SRC, an outsourcing company located in eastern Berlin, hired IDC to conduct a survey for them on what their potential customers located in eastern Germany expect from them. The conference, which drew more than 60 people, targeted prospective SRC clients.

Held in Berlin, "Outsourcing Strategies of SRC" featured IDC's managing director in Kronberg, Germany, **Tom Tiefenbrunner,** who spoke on outsourcing trends in the IT market. **Andreas Zilch,** IDC's researcher for the German IT market, discussed the findings of the survey he conducted for SRC.

The conference was conceived and organized by IDC Conference Manager **Dieter Hoffend,** who appropriately performed a full-service outsourcing job for SRC. Hoffend took charge of conference brochure design and mailing; conference materials, including multimedia presentations; and all hotel arrangements.

According to Hoffend, the SRC staff and conference participants felt that the survey was the first good study they had seen on the needs of customers in the former East Germany. IDC Germany is currently negotiating with several other companies intersted in having IDC conduct company-specific conferences.

IDC
DEUTSCHLAND GMBH

On Sept. 8, IDC Germany held its fourth International PC Conference in Munich. The 138 attendees heard **Joachim Weindorf** discuss market trends in Germany's PC software market and **Susanne Becker** outline trends and perspectives in PC hardware.

On the subject of recycling old PCs and monitors, a representative from Siemens-Nixdorf talked about his company's reusing components in other computers, although the cost of recycling is still quite high. A German environmental minister also spoke on his nation's efforts to pass a law requiring manufacturers to be responsible for recycling.

Later, IDC Framingham's **Bruce Stephen** spoke about PC technologies in the '90s, including pen computing, digital data and multimedia. **Kay-Ingo Greve,** head of distribution research for IDC Germany, talked about new structures in the country's dealer and value-added reseller markets.

The conference concluded with a panel discussion on how PCs will be shipped in the future. Featured speakers included managing directors and sales directors from Apple, Compaq, DEC, Dell, Packard-Bell and PC-Gruppe.

IDC West

Staff members at IDC West, based in Mountain View, Calif., enjoyed their first summer outing in nearby Half Moon Bay late last month. With delectable edibles and recreational activities, the staff plans to make it an annual event. Back row: Don Rosenthal, Kim Brown, Elizabeth Brown, Nancy Underwood, John Reichmuth, Greg Hulbert, Nancy McSharry, Dorothy Rosenthal, Denise Haines, David Card.

Front row: Quechee, Nancy Battey, Chris Willard and Renee Amadio. Not pictured are Cynthia Fredrick, Sandy Harrington, Paul Pastrone and Cara Wong.

Correction

Last week's *World Update* incorrectly stated that *Publish Brazil* was no longer being produced. JVA Comunicação has transferred the magazine to IDG Brazil, and *Publish Brazil* is now a regular IDG publication. For any information, contact Ney Kruel at IDG Brazil.

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Fax: +27-11-789-3196

Noteworthy!

PROMOTIONS

Brian Ormsbee has been named marketing specialist for the Marketing Services Division. His new responsibilities include production of sales support materials and maintaining the all-important client database for MSD. Ormsbee joined MSD in July 1991 as assistant to the vice president of marketing. "Brian has jumped right in and learned the business at IDG," said MSD Vice President of Marketing Erica Baccus. "We're happy to see him expand his career opportunity."

Ormsbee World Update

■ ■ ■

Kevin Gasper has been promoted to the position of eastern sales manager at *PCGames.* Gasper joined IDG in January and has been responsible for several *PCGames* accounts, as well as selling *inCider/A+* nationally. Prior to joining IDG, Gasper was an account executive with *New Hampshire Profiles* and prior to that served as an advertising representative at the *Portsmouth Herald* and Tri-Town Publishers. "Kevin's growing knowledge of the entertainment market will become a valuable asset in working with our clients' needs to ensure their advertising expenditures are well spent and their messages on target," said **Sanford Fibish**, national advertising director for *PCGames.*

TRANSFERS

Also at *PCGames*, **Giorgio Saluti** has been named to the position of western sales manager and will continue to serve as associate publisher of *AmigaWorld.* A 12-year veteran of IDG, Saluti was a key member of the launch teams for *RUN* in 1983 and *AmigaWorld* in 1985. In 1988, he headed up the West Coast sales effort for the premiere issue of *PCGames.* "We are excited about the continued success of *PCGames,*" said Fisbish. "The increased frequency and size of the magazine necessitated adding a sales presence on the West Coast, and Giorgio is a perfect fit. With a wide variety of experience and market expertise, Giorgio will be a valuable asset to our sales team."

■ ■ ■

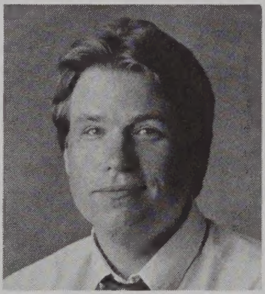
Jennifer Rizzo, formerly the administrative assistant in IDG HQ's finance department, is the new marketing assistant for the Marketing Services Division. In her new role Rizzo will be responsible for maintaining the group's production schedules and serve as a liaison between MSD and its outside vendors. Rizzo joined IDG in 1990.

■ ■ ■

Dean Andrews, most recently a test development specialist at *InfoWorld*, has signed on as a senior performance analyst at the new PC World Test Center.

■ ■ ■

David Coursey has been named editor of the monthly newsletter *PC Letter.* Formerly Dallas bureau chief for *IW*, Coursey will be moving to San Francisco to tackle his new assignment. "I have been writing *PC Letter* for nearly eight years straight," noted **Stewart Alsop**, editor in chief at *InfoWorld.* "It will be difficult to let the letter go. I have every confidence, however, that David will be able to define a new personality for *PC Letter* that will be equally valuable to the subscribers."


Coursey InfoWorld

NEW EMPLOYEES

Rachel Gillis is a new sales associate at *Macworld*, responsible for sales in the southwestern region. She joins IDG from Banyan Systems in Irvine, Calif., where she was a district administrator. Gillis earned a BS in management from Pepperdine University in Malibu, Calif.

Hui celebrates 10 years

IDC China/Hong Kong

Pat McGovern (R) congratulates Hui on 10 years of service.

Saiman Hui, managing director of IDC China/Hong Kong, launched IDC operations in Hong Kong in August 1982. In October 1982 he launched *China Informatics*, which is considered the most authoritative English-language report on the IT market in China.

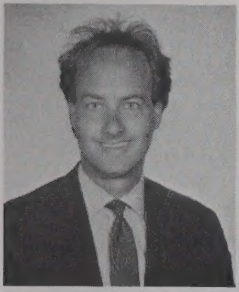
Through frequent travels to major Chinese cities, Hui has built up numerous contacts in China's computer, telecommunications and electronics industries. He plays a key role in IDC's market research projects, which are usually conducted in close cooperation with related Chinese organizations. Because of his extensive knowledge, Hui is often invited to speak at seminars and international conferences on topics related to China's computer and electronics market. He has authored many articles for newspapers and magazines in the computer field.

"Saiman is enjoying another above-plan year as the manager of IDC China/Hong Kong," said IDG Chairman Pat McGovern. "He has been a key part of the success IDC has enjoyed in expanding its business activities in Asia."

Born in Hong Kong, Hui holds a BA in English language and literature from Beijing University in China and an MA in journalism from the University of Missouri. He and his wife live on Hong Kong Island and have two grown children.

Chairman's achievers

Brad Thorpe
VP major account sales
IDC



Thorpe IDC

Brad Thorpe has been named a Chairman's Achiever for his outstanding efforts in servicing IDC's IBM U.S./South Purchasing Division account. His dedication to superior service resulted in IBM naming IDC a quality supplier and presenting the company with a regional performance award earlier this summer. IDC was one of only 10 out of 2,000 suppliers to be so honored. "This award reflects the fine job Brad has done in working with IBM and his ability to coordinate our product people with the IBM folks," noted IDC VP/Sales and Administration **Larry Bishop**.

Chairman's Achiever Award winners named

IDG's Chairman's Achievers have, by definition, made outstanding contributions to their business units. Their willingness to go the extra mile has resulted in benefits to the company ranging from enhanced customer relations to significant cost savings.

In order that these contributions be fully acknowledged and rewarded, the Chairman's office is introducing the Chairman's Achiever Award. This award will be presented quarterly to one winner and two runners up chosen from among those nominated as Chairman's Achievers during the quarter and deemed by the selection committee to have displayed extraordinary creativity, dedication, and excellence in the carrying out of their responsibilities.

Winners will receive an engraved brass clock and dinner for two at the restaurant of their choice; runners up will receive an engraved clock.

Congratulations to the following second-quarter winners!

Winner:
Adriana Amedei, editor, *Networking Italia*

Runner-up:
Maria Jose Marzal, journalist, *Computerworld Espana*

Runner-up:
Marty Garchar, single copy sales rep, *Macworld*

To nominate a Chairman's Achiever, contact IDG HQ at fax (617) 859-8642.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Ann-Charlotte Berg - IDG Sweden

ELEVEN YEARS
Kevin McPherson - *Computerworld*
Gloria Lodge - IDG Peterborough

TEN YEARS
Swain Pratt - TechMedia

NINE YEARS
John Gallant - *Network World*
Karl Koessel - *PC World*

EIGHT YEARS
Frank Wielki - *Computerworld*
Frank Cutitta - IMS
Cheryl Tynan - *Network World*

SEVEN YEARS
William Creonte - *Computerworld*
Mary Gibbons - TISC
Marsha Acquafresca - IMS

SIX YEARS
Gail Acquafresca - CW Database Division
Philippe Mingori - IDG France
Sylvie Neuhoff - IDG France

FIVE YEARS
Gary Beach - *Computerworld*
Mark Facchin - IDG Australia
Claire Leroy - IDG France

FOUR YEARS
Joyce Chutchian - *Computerworld*
Caryn Dlott - *Computerworld*
Frances Mendelsohn - ISG
Luis Camus - *Macworld*
Walter Miao - LINK Resources
Annike Beetsma - IDG Sweden
Tomas Ekengren - IDG Sweden

THREE YEARS
Christopher Lindquist - *Computerworld*
Joseph Maglitta - *Computerworld*
Joanie Wexler - *Computerworld*
Christina Olschläger - IDG Germany

TWO YEARS
Trent Primrose - IDG Australia
Maureen Molloy - *Network World*
Peter Guastella - Integrated Media
Kenneth Wong - *Computerworld Hong Kong*
Teresa Lui -*Computerworld Hong Kong*
Elizabeth Jensen - *Macworld*
Frédéric Pelloud - IDG France
Aude Cottin - IDG France
François Montel - IDG France
Lennart Ekner - IDG Sweden

ONE YEAR
Anne Marie Quillin - IDC
Cynthia Grossman - *PC World*

Do-er's profile

Yanick Robain

•**HOME:** Paris

•**PROFESSION:** Credit manager, IDG Communications France

• **JOINED IDG:** April 1984

• **WHAT DO YOU ENJOY MOST ABOUT YOUR JOB?** Contact with people inside and outside— an unexpected part of my job — the company.

•**JOB CHALLENGES:** Managing my staff to achieve all our goals.

•**OUTSIDE INTERESTS:** Exploring nature, walking, sports, odd jobs, painting, drawing, music and cinema.

•**FAVORITE VACATION DESTINATION:** The southwest of France — the Atlantic Ocean is beautiful there — and the countryside of Normandy, which is very similar to the British countryside.

•**WHAT HISTORICAL FIGURE WOULD YOU MOST LIKE TO MEET AND WHY?** Nicolas Foucquet, French superintendent of finance under Louis XIV and a great patron of the arts, for his principles of life and his ambition.

•**FAVORITE MUSICIAN:** Mozart, Verdi and Pink Floyd

•**IF YOU WERE INDEPENDENTLY WEALTHY, WHAT WOULD YOU DO?** Invest the wealth to gain more, enjoy life and help people in unfavorable conditions.

IDG France

GOAL IN LIFE: To make each day successful at work and in private life.

•**MANAGER'S PROFILE:** "Yanick, who has been one of the hardest workers that IDG France has ever had, is also appreciated for his subtle and generous sense of humor, which makes life more bearable for all of us in hard times. He is actually an asset for IDG France but that very special kind of asset that does not have to be depreciated over the years!"

IDG World Update

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EDITORS
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EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

SunWorld concludes prosperous year with major ad contract

- PAGE 2

GamePro show moves to cable TV channel

- PAGE 4

Off-site: *NW* editor has the world on a string

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 38

SEPTEMBER 21, 1992

NW plans launch of LAN edition at Comdex '92

LAN buyers and advertisers will soon have a new vehicle that targets their interests with the debut of *LAN World* this fall. Beginning with the Comdex/Fall '92 issue, *LAN World* will be a demographic edition of *Network World*, targeted to more than 60,000 readers directly involved in the purchase of local-area network products and services. *Network World*'s current circulation is 150,000.

NETWORK WORLD

The Newsweekly of Enterprise Network Strategies

Volume 9, Number 35

An International Data Group Publication

August 31, 1992

CrossComm gives SNA a high priority

Users feel the fury of Hurricane Andrew

Amid devastation and personal loss, net pros struggle to get communications back to normal

Windows aims to dominate the network, top to bottom

NETLINE

New AT&T PRI option may boost popularity of ISDN

Enables consolidated access to array of services

Insurer adds phone fraud protection

LAN World, which will go monthly in January, is poised to offer more information about one of the hottest growing markets today. LAN advertising has grown dramatically and now exceeds the wide-area network segment of the market.

There are now about 3,000 LAN advertising pages in the U.S. market.

"LAN advertisers are looking for a medium to reach enterprise networking professionals at a lower rate," said Publisher **Colin Ungaro**. "*LAN World* will be the only LAN-specific editorial vehicle with supplemental data on its readers' purchasing practices."

IDG's Marketing Services Group anticipates a great response to the new *Network World* edition. "As the marketplace matures, it needs an editorial product that efficiently targets the LAN-specific job function," said **Val Landi**, MSD's vice president of national accounts. "*LAN World* will deliver it for them."

Advertisers also gain an unduplicated reach into the LAN marketplace, since 61% of *Network World*'s readers do not read any other LAN publication.

Network World will continue to include its "Local Networking" section. For those issues of *Network World* that contain *LAN World*, the "Local Networking" section will be incorporated into *LAN World* and supplemented by additional targeted editorial.

"We're pleased to have the chance to provide our readers with even more LAN coverage," said *Network World* Editor **John Gallant**.

LAN World will be distributed in issues of *Network World* at major industry events including NetWorld in Boston and Dallas, ComNet and INTEROP 93 Spring and Fall.

CBW emerges as *IW Direct*

Computer Buying World, recently acquired by InfoWorld Publishing Co., will be published under the name *InfoWorld Direct* beginning with its November issue.

InfoWorld Direct will serve the rapidly expanding direct distribution segment of the personal computer market, said, InfoWorld CEO **Bob Metcalfe**. The publication will maintain its own editorial staff under the direction of Editor-in-Chief **George Bond** in the offices *Computer Buying World* occupied in Wakefield, Mass.

INFO WORLD Direct
THE BUYER'S GUIDE

"The changes we're making will be obvious in our November issue," said Bond, who has been with the publication since its launch in May 1991. "In addition to changing our name to reflect our alliance with *InfoWorld*, we'll be expanding to tabloid size. However, the publication will continue to feature glossy, magazine-style covers with art and photography.

- SEE PAGE 5

SunWorld caps year of change with major Sun ad contract

SunWorld magazine, a division of Integrated Media, recently signed a major three-year advertising contract with Sun Microsystems, making *SunWorld* the largest single advertising vehicle for the fast-rising workstation maker. Previous contracts with Sun ran no longer than one year.

"This contract is proof of the success of *SunWorld*'s redesign," said Editor-in-Chief **Michael McCarthy**. "Sun discovered in its own customer surveys that *SunWorld* is the best-read and most respected of all the Unix-oriented magazines. Clearly, we've been heading in the right direction."

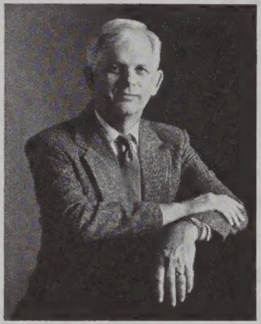
"The agreement tops off a very successful year of collaborative projects among Sun Microsystems, *SunWorld*, and other IDG companies and augments *SunWorld*'s successful transition into the leading resource for buyers of Unix-based advanced systems," said *SunWorld* Publisher **Bruce Gray**.

Acquired by IDG from Sun in mid-1990, *SunWorld*, then named *SunTech Journal*, was a technically oriented features quarterly. IDG increased frequency to monthly (November 1990), adopted the *SunWorld* name (March 1991) and this past January refocused its editorial content to emphasize product news and reviews to best follow the rapidly changing demographics from technical/engineering users to commercial buyers of Sun and other Unix-based advanced computer systems.

According to McCarthy, *SunWorld*'s successful transition hasn't gone unnoticed. "In just over two years, *SunWorld* has grown to where it accounts for nearly half of all the advertising pages in the Sun market. Since Sun and other SPARC-based systems now comprise over 50% of all Unix systems sales, and workstation sales—especially Sun's—have continued to grow even in the recession, we've just gotten off the launchpad."

McCarthy's claims are confirmed by AdScope Inc.'s September 1992 "Scoreboard:" *SunWorld* is by far the leading Sun-centric publication and moved in advertising revenues from fourth place in 1991 to third in 1992 in a field of seven top-ranked Unix industry publications. And Sun is the top-ranked advertiser in the Unix/workstation market, which according to AdScope nearly doubled its advertising.

Sun's advertising commitment to *SunWorld* is just one of several ventures between the leading Unix workstation company and IDG. Earlier this year, *SunWorld* sponsored and World Expo Corp. produced, with the support of Sun, a series of SunWorld Expos that have already become international successes. The first U.S. SunWorld Expo, held this past April in Santa Clara, Calif., drew 8,000 top-quality attendees, 50% more than expected, to a sold-out floor of vendors. Last month's SunWorld Expo in Japan attracted 30,000 attendees.


McCarthy

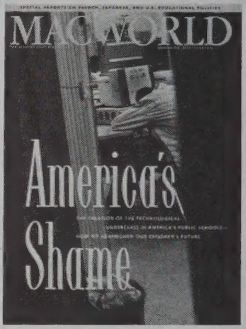
This summer Sun commissioned a special issue of *SunWorld*, which will appear at Comdex/Fall '92, to commemorate Sun's 10 years in business. In addition, Sun has turned to *SW*'s respected Advanced Systems Test Center to sponsor the premier of its Solaris Awards software contest. A panel of industry judges, headed by *SunWorld* Reviews Editor **Dave Taylor**, will test and choose the products that take best advantage of the advanced features of Solaris and its toolkit. Winners will be announced at the Uniforum show next March.

"*SunWorld* will continue to successfully follow the evolution of Sun and its SPARC partners from heady engineering workstation vendors into major business computer manufacturers," McCarthy promised.

MW tracks "America's Shame"

The September *Macworld*'s six-part cover story that tracks the use—and non-use—of computers in U.S. public schools, has generated an extraordinary response from the public and the news media.

"America's Shame" looks beyond promising statistics showing a narrowing gap in computer availability between white and minority students and rich and poor schools. *Macworld* found that while there are some promising examples, computers in poorer schools tend to be broken or underused. The feature expresses concern that large numbers of schoolchildren may never become computer-literate.



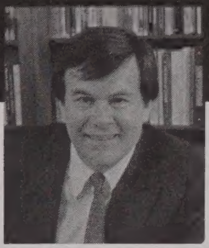
Editorial Assistant **Carolyn Bickford** said well over 150 letters have arrived and more are coming in daily. A typical issue draws 50 or so letters each month. The overwhelmingly positive responses have come from a cross-section of the public, including people in high tech who offered their expertise and school administrators who wanted reprints to educate their community about the importance of computer literacy.

Efforts to fulfill the numerous press inquiries included an appearance by former Editor-in-Chief **Jerry Borrell** and Associate Editor/Features **Charles Piller** on NBC-TV's San Francisco affiliate. Piller also participated in numerous radio talk shows broadcast throughout the U.S. and wrote an op-ed piece for *The New York Times* with Senior Associate Editor/Features **Liza Weiman**.

Jean Cassagne, editor-in-chief of *Golden*, IDG France's *Macworld* equivalent, contributed a report on the French education ministry's computer policy.

On line

ASK PAT



IDG Chairman Pat McGovern answers your questions this week.

Q *World Update* has reported a number of changes in U.S. IDG operations in recent weeks. Could you summarize them and explain how they fit into IDG's overall strategy? Are there any similar changes to be expected in the near future?

A A number of IDG U.S. business units have taken steps recently to enhance the quality and usefulness of their services to their customers by combining with other IDG business units or revising their strategies. Now that all such changes have been made, I am pleased to summarize them for you and indicate how they fit IDG's strategy. To take the developments one at a time:

1. *PC World* has successfully negotiated with Lotus Publishing Co. to merge *LOTUS* magazine into *PC World*, resulting in the world's largest monthly PC publication with a circulation of 910,000. The combination gives readers of *LOTUS* magazine the additional product testing and product reviews, which reader surveys showed they wanted. It also gives advertisers unprecedented efficiency in reaching the most influential group of PC-proficient managers responsible for purchasing PCs for their departments and work groups. Lotus Publishing, itself, is now a subsidiary of PC World Communications and will continue to offer its line of newsletters, videos, books, conferences and seminars.

2. InfoWorld Publishing Co. has successfully arranged to take over the publication of *Computer Buying World*. The publication will be renamed *InfoWorld Direct* and will be sent to a qualified list of 100,000 people who are the largest volume buyers of computer products by mail order. In combination with the weekly *InfoWorld* it offers a much more complete solution to the marketing needs of direct mail advertisers can be achieved. Such companies can run their multipage catalog in *InfoWorld Direct* as an efficient way to reach their biggest potential customers. They can then run late-breaking price and product information weekly in *InfoWorld* as a supplement to information in their catalog-type advertisements, which, due to production and distribution time, takes four to six weeks to reach the customer.

3. After evaluating the 20% to 30% annual decline in advertising in the DEC publication market over each of the last three years, it was decided to discontinue the publication of *Digital NEWS* due to current and projected losses. We were able to sell the publication to Cahners Publishing. A number of former *Digital NEWS* employees are involved in the evaluation of a proposed new IDG publication, *Open Systems World*. Their initial research indicated that the market was not ready for a launch of *Open Systems World* this fall. Their research to determine the best way to pursue this opportunity is continuing. The rest of the former *Digital NEWS* team have opted for reassignment within IDG.

4. *Network World* is launching *LAN World*. This demographic edition, which will premiere at Comdex/Fall '92, will offer advertisers the opportunity to target 60,000 volume buyers of LAN products, over 60% of whom do not read any other LAN publication. *LAN World* will be an insert in the regular edition of *Network World* for these target readers. Editorial will be focused on the design, implementation, and management of LANs. This edition will allow *Network World* to gain a larger share of the rapidly growing market for LAN advertising.

5. *Electronic News* has converted to an all-paid circulation strategy. This is consistent with IDG's goal of increasing the percentage of its revenue, which comes from the readers of its publications. *Electronic News* plans to enhance its service to readers by a daily fax report of key global electronic news and newsletters on specific industry sectors. Its new operating strategy allows it to operate profitably, in spite of the continuing decline in advertising affecting the publications serving the electronics industry.

6. IDC has become the parent company for another IDG research company, Technology Investment Strategies Corp. The new combination will help leverage the expertise of the researchers within both companies and enhance our presence in the computer leasing business where IDC is a well-established and respected name. The combination will also offer customers of the end-user services of TISC a broader array of information, resources, and services.

7. IDG has formed a Government Information Technology Group to bring under shared management IDG's publication for that market, *Federal Computer Week*, and its research group, Information Strategies Group. The two groups, under the leadership of Ken Kaplan, will be able to boost their market share by a better sharing of industry information, customer knowledge, market trends, and sales promotion events. One of the first new projects of the Government Information Technology Group is the launch of a new publication, *The Federal Integrator*, which will be sent to 30,000 key public-sector executives involved in the system integration field. IDG recently acquired the assets of the leading U.S. system integration publication, *System Integration Business*, from Cahners Publishing. The list of *The Federal Integrator* will be derived in part from this asset. The new publication will initially appear quarterly.

The unifying theme of these changes is to enhance the future success of IDG by aligning resources to permit IDG to better serve the needs of its customers with information of the highest quality and usefulness and to achieve a greater level of operating efficiency.

GamePro airs on new cable TV channel this week

GamePro magazine recently announced the signing of an exclusive cable television agreement with USA Network and its new affiliate, the Sci-Fi Channel. Under the new agreement, *GamePro* will produce 26 half-hour episodes of the *GamePro* TV show to air weekly on the Sci-Fi Channel beginning Sept. 26.

GamePro, the country's most popular and fastest growing video entertainment magazine, produced and aired a syndicated television program that debuted in over 85% of the country in last September. The new program, also to be called *GamePro*, will air Saturday mornings at 8:30 a.m., and Sunday mornings at 7:30 a.m. Beginning Jan. 2, a half hour "GamePro Videogame Special" will also air the first Saturday of each month on USA Network in the 7:30 a.m. time slot.

The new *GamePro* show will also feature video game hardware and software products and emphasize game hints and strategies. *GamePro* magazine has also acquired several 30-second spot positions during each half-hour program. These will be offered to selected youth product advertisers as special multimedia sponsorship packages.

"We're very excited to continue to offer *GamePro*'s unique blend of videogame news in the television arena, particularly cable," said Publisher **John Rousseau.** "We expect it to affect the circulation of *GamePro* magazine in a very positive way. It also provides both ourselves and our advertisers with an excellent opportunity to effectively reach a loyal core audience of video games. The number of households subscribing to cable on weekends has increased by 1.1 million from 1990 to 1991 alone."

"*GamePro* has always been committed to promoting the video game industry as a whole," said *GamePro* President **Patrick Ferrell.** "Its continued exposure via such mass media vehicles as the television program will help to ensure that the market continues to flourish."

USA Network, a joint venture between MCA and Paramount Communications, is a 24-hour all-entertainment network serving 58 million subscribers. Its subsidiary, the Sci-Fi Channel, debuts Sept. 24 and features the best of science fiction, science fact, fantasy and horror, with shows that include *Dark Shadows*, *Hitchcock Presents* and *Dr. Who.* The initial estimated audience will be10 million viewers.

"In addition to excellent levels of production and entertainment value, *GamePro* offers an established and devoted audience which we feel will be instrumental in channeling excitement for our morning youth-oriented programming."said Barry Schulman, vice-president of programming for the Sci-Fi Channel.

Offices take novel approaches to name recognition

Making the IDG name visible takes many forms. In Venezuela, IDG Comunicaciones has a newsstand in front of the huge IBM Venezuela building in Caracas. The stand does a brisk business, not only with the building's employees but also with customers from more than 10 other large office buildings nearby. The largest shopping center in Caracas is located across the street and has 16 computer stores inside.

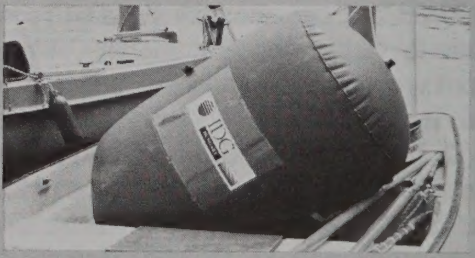
In Hungary, the local IDG office sponsored a sailing event last month that drew more participants than other races it had previously sponsored. It was the first "IDG Cup" to attract sailors from all over the country. While participants compete as individuals, not as corporate entries, many of them are IT entrepreneurs or employees and represent current and prospective advertisers and subscribers.

IDG Hungary

IDG Hungary General Manager Istvan Biró (in hat) served as chief of the jury during the IDG cup race on Lake Balaton.

Computerworld
SUSCRIBASE A:
Computerworld
micro Computerworld
TLFS 727630 - 713197
IDG Venezuela

IDG's newsstand in Caracas.



An IDG race buoy.

IDG Hungary

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 21, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new position that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

ADMINISTRATIVE ASSISTANT (IDG)

Responsibilities involve providing overall support to the tax department. Specific duties include handling correspondence, phone coverage, filing, maintaining the tax library as well as an opportunity to assist with trademark searches, tax return filing, and producing various reports. Candidates should possess a minimum of two years administrative experience, excellent communication and multi-tasking skills. PC and MAC skills highly desired.

SENIOR ANALYST - INTERNATIONAL (IDC)

Will be responsible for the development, execution, marketing and production of Latin American market research and consulting projects. Other responsibilities include market forecasting and analysis, developing an extensive network and database of industry contacts, and working closely with other IDC researchers and experts from IDC headquarters and in the Latin America region. Position may involve some travel in the United States and Latin America. Ideal candidate has a minimum of two years experience in the computer industry or related consulting experience with a strategic planning of marketing or product management background.

SENIOR ANALYST - COMPUTER NETWORKING ARCHITECTURES (IDC)

Will cover the IBM and "open" networking markets. Requires an in-depth knowledge of IBM network products and architectures plus experience in LAN and inter networking technologies. Candidates should have from 3 to 5 years of experience in these areas and be a self-motivated individual with strong writing, analytical and presentation skills. Responsibilities include ongoing market forecasting, competitive analysis, creation and assessment of user surveys and client support. This person will also participate in custom consulting projects. Advanced candidates will also have the opportunity to become involved in marketing of services to prospective clients.

PROGRAM MANAGER/SENIOR ANALYST - WORKGROUP APPLICATION SYSTEMS (IDC)

The successful candidate is a market research and consulting professional experienced in the areas of network, PC, and/or enterprise software applications. The position requires excellent writing skills, strong understanding of business applications, quantitative research experience, and excellent marketing and interpersonal skills.

COPY EDITOR (PCW)

To copy edit and proofread copy for *PC World* magazine. Other job responsibilities include copy fitting, extensive work with tables, and tracking articles through production. Will also assist in determining house style, work with editors and designers to ensure clarity and accuracy and help maintain high editorial standards. Must have two years experience in magazine copy editing and production. Must know the Chicago Manual of Style and be proficient in word-processing on the Macintosh.

EAST COAST EDITOR (PCW)

To report and write articles on new products, industry trends and news. To cover East coast computer companies such as IBM and Lotus Development, and news events including product announcements, conferences, and regular meetings with critical computer company sources. To provide PCW editors with advance information on technical and business events to ensure adequate and timely coverage for our readers. Must have working knowledge of the IBM PC computer industry. Background in news reporting, preferably in the computer journalism field. Good writing and journalist skills, strong analytical, creativity and communication skills required.

ADMINISTRATIVE ASSISTANT (PCW)

To perform administrative and clerical tasks for the Sales Manager and Associate Editor. Heavy clerical and administrative support, which includes phones, word processing, client contacts, filing and photocopying. Highly organized and detail-oriented with excellent written and verbal communication skills required. Must be familiar with IBM PC or compatible. Must be proficient in Word for Windows and Excel. Minimum of 1 year clerical experience required.

CIRCULATION ASSISTANT (TMP)

This part-time position will be responsible for administrative duties, mail processing, customer service, data entry, and special products. Must possess strong organizational and multi-tasking skills and the ability to communicate well. Previous office experience required; word processing and computer skills a plus.

PART-TIME ADMINISTRATIVE ASSISTANT (GPI)

Will support the Regional Manager in clerical and administrative duties including phone coverage, work processing, filing, mailings, and customer relations. Must be MAC literate in MS Word and Works. Highly organized, detail oriented with excellent written/verbal communication skills. Approximately 20 hours per week.

Job Opportunities

Revised: September 21, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Staff Accountant	Framingham, MA	G. Lodge	(603)924-0392
IDG	U.S. Correspondent	IDG News Service, Boston, MA	R. Garretson	(617)423-9030
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Administrative Assistant	Cambridge, MA	S. Perry	(508)935-4407
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
IDC	Sr. Analyst- Computer Networking	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager/Senior Analyst	Framingham, MA	A. Palermo	(508)935-4256
IDC	Marketing Administrator	Framingham, MA	M. Sinville	(508)935-4327
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Sr. Marketing Promotion Specialist	*CIO*, Framingham, MA	G. Lodge	(603)924-0392
FCW	Circulation Coordinator	*Federal Comp.Week*, Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Editorial Events Director	*infoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Account Manager	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Technical Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
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IFW	Senior Writers (2 positions)	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Operations Specialist	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Finance/Operations Asst.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
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PCW	East Coast Editor	*PCWorld*, Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Administrative Asst. - Ad Sales	*PCWorld*, Los Angeles, CA	N. Ferree	(213)312-8008
PCW	Technician	Central Services, San Francisco, CA	W. Clegg	(415)978-3359
PCW	Senior Production Manager	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld*, San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
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IMI	Administrative Assistant	*Publish*, Rochelle Park, NJ	N. Versen	(201)587-0090
IMI	Account Manager	*Publish*, San Francisco, CA	J. Shepard	(415)978-3309
IMI	Administrative Assistant	*Publish*, San Francisco, CA	P. Rigby	(415)978-3287
MAC	Northwest Regional Manager	*Macworld*, San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld*, San Francisco, CA	L. Giglione	(415)978-3272
MAC	Ad Services Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld*, San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld*, San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Associate Editor, Features	*CWPI*, Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Copy Editor	*CWPI*, Framingham, MA	C. Gagnon	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
BCP	Sr. Editor/Copy Chief	*DOS Resource*, Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Part-time Administrative Asst.	*GamePro*, Chicago, IL	R. Hoefer	(708)827-6094
GPI	Western Region Account Manager	*GamePro*, Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro*, Redwood City, CA	C. Yam	(415)363-5229

Off-site

Network World Senior Editor **Bob Brown** has had his share of ups and downs. Hundreds of thousands of them, as a matter of fact. Maybe a lot more.

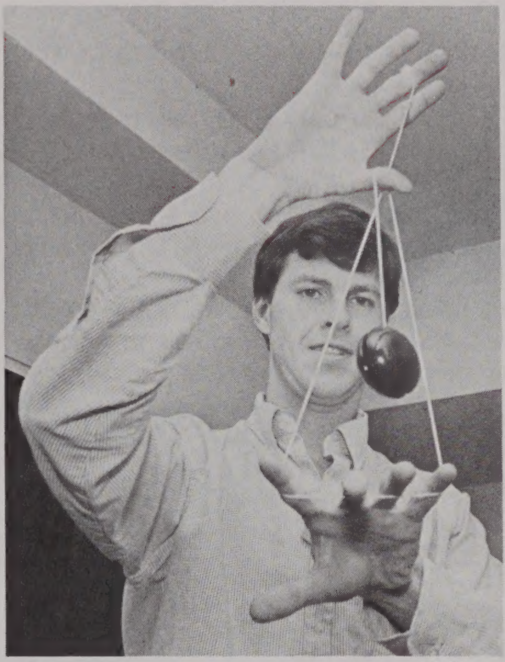
Brown, better known in some circles as the "King of String," is perhaps IDG's only employee ever to be included in the *Guinness Book of World Records.* He earned his claim to fame in the summer of 1985, when he he kept a yo-yo in motion for 121 hours.

How did this enduring affection for yo-yos begin? Like many high school students who want to make a fresh start to their lives at college, Brown "wanted to carve out a new personality, so I decided to have a weird collection, and I just picked yo-yos." At the same time, Brown was nursing a secret desire to someday be included in the Guinness book.

"I had tried rather feebly at other records in the past. One time I tried to build the world's longest paper chain when I was at home with a broken leg. After putting together hundreds of chains, I found out that the record had been set in one day."

The time to make a more concerted effort at record breaking came just after Brown graduated from Boston University's journalism program. "I thought, when would I ever have a week off?" Brown mused. "I wouldn't exactly take vacation time to do it. Also, I was trying to impress a lady friend at the time, but as things turned out she wasn't very impressed."

Since the Guinness book requires that a notary public sign the document attesting to the truth of the record attempt, Brown decided to get involved with a local Boston charity, the Jimmy Fund, which helps fight childhood cancer and also serves as a notary. Brown started and ended his yo-yoing at the Jimmy Fund offices, and raised about $1,000 in donations. Since the Boston Red Sox baseball team also supports the Jimmy Fund, he attracted some high-level publicity. Brown was on the pre-game radio show, yo-yo-ed in the bleachers at Fenway Park and appeared on the park's giant TV screen.



John Thompson

Brown demonstrates "rock-the-crade," one of the many tricks in his yo-yo repertoire.

"The hardest thing was keeping myself busy," Brown recalled. During his five-day odessey, he yo-yo-ed on the B.U. campus, on the T [Boston's transportation system], spent a lot of time at all-night diners and bakeries and hung out with the seals at the outdoor pool at the New England Aquarium

NO REST FOR THE WEARY

Brown was allotted five minutes of rest every hour, and he could save up his time to take a shower or a quick snack. Two witnesses were required to be with him at all times. "I really found out who my friends were, since people lost a lot of sleep to stay up with me," he said.

As for himself, Brown didn't sleep a wink the entire time but slept 21 straight hours afterwards. He concluded the yo-yo marathon when he was certain he'd surpassed the old mark by an hour. "At that point, I was beginning to hallucinate, anyway," he said.

Brown's name appeared in the record book until 1990, when he was usurped by three teenagers from Canada. However, his affinity for yo-yos lives on, and the yo-yo collection has grown to 400. Many of them are souvenirs people bring back for him from trips abroad or at industry events. "A lot of companies have yo-yos at trade shows—that's how you know it's a good quality booth," Brown confided. He always keeps a few yo-yos in his office. "It's a good stress reducer," he remarked.

During his college days, Brown made the rounds at children's birthdays and bar mitzvahs doing yo-yo tricks, and friends still ask him to show off at parties. At his wedding two years ago, engraved yo-yos served as favors.

Brown even claims that his hobby—at one time noted on his resume—gained him entry to the IDG ranks. "My editor said that's why he hired me. Who else could claim they had a world-record breaking yo-yo expert on staff," he said.

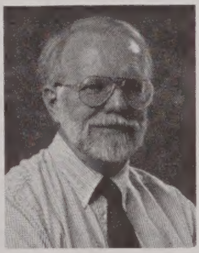
So if you happen to see any interesting yo-yos in your travels, pick up an extra one for Bob. And if you see him, don't say "hi." Just say "yo."

IW Direct

- FROM PAGE 1

InfoWorld Direct will run hardware and software product reviews and evaluations based on research conducted in the InfoWorld Test Center.

"The new information is designed to enhance *Computer Buying World*'s traditional mix of price indices, buyer's guides, case studies, product news and columns by corporate buyers," Bond added.



Bond

InfoWorld Direct will maintain a controlled circulation base of 100,000 *Computer Buying World* subscribers. While *InfoWorld* reaches a controlled circulation of 205,000 corporate information systems managers, the duplication rate between the two publications is only nine percent.

"While *InfoWorld* targets IS professional with purchasing authority for personal computer and networking resources, *InfoWorld* Direct's audience is direct-channel buyers," said *IW* Editor-in-Chief **Stewart Alsop.**

IDG Books wins prize for over-plan result

IDG Books came in 25% ahead of its business plan for the third quarter, winning the Chairman's Prize for the IDG business unit most over plan in that period.

As a new business unit, IDG Books had planned a profit margin of sales of -9% for the third quarter. However, the unit actually posted a profit of 16%.

IDG Books has now published 25 titles, and two of its titles— *DOS for Dummies* and *Windows 3.0 Secrets* — are among the top three best sellers on the major computer book best-seller lists.

IDG Books

The team at IDG Books gathers around as IDG Chairman Pat McGovern presents IDG Books President John Kilcullen (back, left) with a plaque and prize in honor of his division's achievement.

Noteworthy !

NEW EMPLOYEES

Alex Lai, a recent graduate of San Francisco State University with a BA in graphic design, has been hired as a production assistant at *GamePro*. He enjoys windsurfing, backpacking and fly-fishing in his spare time.

■ ■ ■

Amy Painter has signed on as an administrative assistant for the Federal Data Services group at Information Strategies Group. She attended Radford University for one year studying in elementary education and attended Northern Virginia Community College for a year specializing in office systems technology. She makes time for singing in her off hours.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Marina Young - IDG

ELEVEN YEARS
Rachel Wasser - *InfoWorld*

TEN YEARS
Larry Bishop - IDC

NINE YEARS
Carolyn Thomas - *LOTUS*
Suresh Rajon - IDG France

EIGHT YEARS
Cynthia Fitzgerald - *LOTUS*

SEVEN YEARS
Christie Sears - *Network World*

FIVE YEARS
Lisa LaFleur - TechMedia
Stephanie Beach - *InfoWorld*

FOUR YEARS
Chris Kobayashi - *Computerworld*
Lyn Taylor - *Macworld*
Scott Shores - *PC World*
Amy Striplin - *PC World*
Bob Kayne - *InfoWorld*
Michael Hamilton - *InfoWorld*

THREE YEARS
Deirdre Hatch - IDC
Fredrik Landergren - IDG Sweden
Drasko Markovic - IDG Sweden
Peter Sundell - IDG Sweden
Victor Kline - *InfoWorld*
Tony Real - *InfoWorld*

TWO YEARS
Thomas Kiely - *CIO*
Sandra Cincotta - WEC
Scott Boileau - *CW* Database Division
Kerry Ann Bubluski - *CW* Database Div.
Alexa McCloughan - IDC
Richard Denechaud - IDC
Timothy Wilson - *CW Singapore*
Nicklas Mattsson - IDG Sweden
Thomas Roos - IDG Sweden
Sara Sjoberg - IDG Sweden
David Coursey - *InfoWorld*

ONE YEAR
Jennifer Davy - IDG
James Duffy - *Network World*
Sandra Small - IDG UK
Bjorn Welin - IDG Sweden
Krassimir Bankov - IDG Bulgaria
Ian Ross - *InfoWorld*
Ines Bukes - IDG Germany
Elke Müller - IDG Germany
Florian Piltz - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Hermann Straubinger - IDG Germany
Stefan Ueberhorst - IDG Germany
Johanna Walter - IDG Germany
Antonios Antoniadis - IDG Germany

1993 IDG Photo Calendar Contest

A new year is just around the corner...
and it's time for the 9th annual IDG Photo Calendar Contest!

Capture your world on film with a chance to earn a place in the 1993 IDG Photo Calendar. Simply choose the subject(s) and location(s) and start shooting!

CONTEST RULES

- Submit up to two (2) color or black-and-white glossy prints or 35 mm slides. *Photos must be submitted as developed. No retouching will be allowed.*

- Entries must be clearly labeled with **your name, business address** __and__ **telephone number and a photo title.**

- All entries will be judged by a panel of IDG representatives who will choose the twelve outstanding entries to be featured in the 1993 calendar.

- **Winners will receive:**

1st Prize	US $250.00
2nd Prize	US $100.00
3rd Prize	US $ 75.00
Honorable Mention (9)	US $ 50.00

Please send entries to:
IDG Photo Calendar Contest
c/o Jennifer Davy
IDG Human Resources
5 Speen Street, Framingham, MA 01701

Entries must be received by September 30, 1992.
Entries will only be returned upon request.

Calendar 1 2 3

- **OCTOBER 11**
  CIO Perspectives Series
  Boca Raton Resort and Club
  Boca Raton, Fla.

- **OCTOBER 14-17**
  PC Windows/Frankfurt
  Frankfurter Messe
  Frankfurt, Germany

- **OCTOBER 15**
  European Networks and Communications Conference
  IDC France
  Paris, France

- **OCTOBER 16**
  European Software and Services Conference
  IDC France
  Paris, France

- **OCTOBER 21-23**
  IDC National Sales Meeting
  Boston, Mass.

- **OCTOBER 29-31**
  MACWORLD Expo/New Zealand
  Ellerslie Function Centre
  Auckland, New Zealand

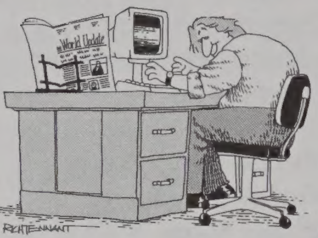
- **NOVEMBER 3-5**
  EuroComNet/Amsterdam
  RAI Exhibition Center
  Amsterdam, The Netherlands

- **NOVEMBER 4-7**
  IDG Worldwide Managers Meeting
  Ritz-Carlton Mauna Lani
  Kona, Hawaii

- **NOVEMBER 5-9**
  Hi-Tech '92 Ankara
  Ataturk Cultural Center
  Ankara, Turkey

Off line

Win Your Own

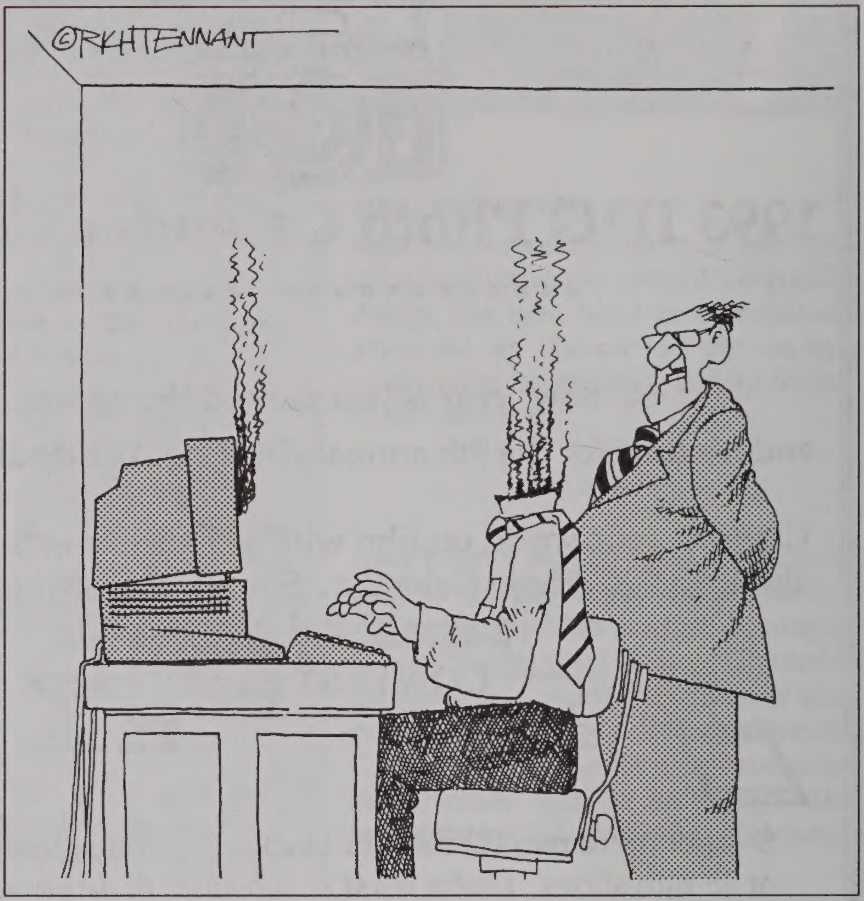


Off line T-shirt

Yes, eager fans of the *IDG World Update* cartoon contest. The cartoon at right should look very familiar. It first appeared on August 17. However, sometime between then and now, a gremlin of unknown origin crept into the *World Update* office and made your well-thought out captions disappear.

Please re-send your entries, or send in new ones, by Tuesday, October 20. The person with the most humorous submission will receive an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a plastic cup embossed with the same design. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith.

The staff of *IDG World Update* apologizes for the inconvenience. Have fun!



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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Eastern European managers reflect on a year of changes

- PAGE 2

Online: Plans for *MW's* Global Product Support Center

- PAGE 3

***Computerworld Italia* celebrates 10th anniversary**

- PAGE 4

IDG World Update

VOLUME 22, NUMBER 39 SEPTEMBER 28, 1992

Three divisions team up for research study

IDC, *Network World* and World Expo Corp. recently announced their collaboration on *Network World 500*, a research study focusing on the strategic issues facing large enterprise network users in the '90s. The study will survey 500 networking executives from the *Network World* subscriber base who represent some of the largest U.S. companies. Respondents will be selected on the basis of their company's size and annual networking budget, multi-site procurement influence and their responsibilities for implementing enterprise networking products and services.

"This ground-breaking study will uncover the key priorities and plans of leading networking executives for the 1990s," said IDC Senior Vice President **Kim Myhre.** "It is clear that enterprise networks are becoming a foundation for customer strategies to control costs, maximize installed information investments and facilitate migration to emerging technologies."

Myhre will present the survey findings at a special keynote session during ComNet '93 in Washington, D.C., on February 2. In addition, IDC's Communications Industry Research Group will publish a special *Network World 500* managment report. Network World 500 executives will be

- SEE PAGE 5

SunWorld Expo/Tokyo debut draws raves, crowds

A month after 37,022 visitors streamed into the first SunWorld Expo/Tokyo, IDG Japan and World Expo Corp./Japan organizers are still smiling over the success of the three-day show, which drew almost five times as many attendees as its U.S. counterpart last April in California.

WEC/Japan, under the direction of **Setsuro Tamai**, sold 448 booths to 173 exhibitors. "As a result of this exhibition, we believe that Sun products, as well as our SunWorld show, will see increasing prosperity through the years," said **Norihiro Ojima**, who handles operations and planning at WEC/Japan. **Kazuhiko Kajihara**, editor of *SunWorld Japan*, planned the conference agenda that featured more than 20 sessions and numerous international speakers. Assistant Editor **Chitose Nii** was also involved with invitations and follow-up.

The overall show and conference promotion included a large direct mail campaign, including English-language brochures sent to select lists of resident foreign professionals in Japan.

As Sun President Scott McNealy noted in his keynote address, "The best thing that's happened to Nihon Sun [Sun Microsystem's Japanse subsidiary and a key supporter of the show] has been the enormous economic uncertainty and slowdown that has hit the Japanese economy. CEOs are no longer willing to spend $3 million to $5 million for incremental computing capacity; they are much more interested in spending $20,000. That requires a shift from mainframes to client/server [environments]."

IDG Japan

IDG Japan's booth did a brisk business in subscription sales.

McNealy's keynote was broadcast by satellite, and audiences throughout Japan and in the U.S., Canada and Mexico participated via teleconference. Another highlight of the show was the first public unveiling of Sun's Spring project, described by Sun Microsystems Laboratories President Wayne Rosing as a high-level research and development effort aimed at developing an open object-oriented operating environment for distributed systems. Sun sees Spring technology

- SEE PAGE 5

Eastern European IDG execs recap year's highlights

During the recent IDG European Managers Meeting, representatives from Eastern European countries gathered to review the development of their markets. Some snapshots from the meeting follow:

BULGARIA

Hinova

CW Bulgaria has published its first product tests done in conjunction with a local university. They are the first such product tests ever done in the country and have been extremely well received by readers. *CW Bulgaria* now prints 20 pages a week, increasing to 24 pages Oct. 1. One issue per month is four-color. A special 32-page show issue appears this month with 65% advertising. Special IBM and HP ad sections are coming later this fall. *PC World* will launch Sept. 29 with 68 pages and appear six times in 1993. IDG Bulgaria now supports weekly shows on radio and TV. Better quality computer equipment is now available; though this year's sales of an estimated 10,000 PCs is half of last year's levels, they are of much higher quality. Like many Eastern European countries, Bulgaria will see sharp increases in postage, phone and rent next year, as well as a 20% value-added tax. Next year is also expected to bring the country's first legal protection for intellectual property.

— **Tatiana Hinova**, managing director

CZECHOSLOVAKIA

Tichy

IDG serves customers here with the full variety of IDG products and services. Publications, TV and trade shows are all part of the product mix. Some two million people view the IDG TV show weekly. The company just reached an agreement with the government to publish 300,000 basic computer science textbooks for the Czech school system. A large presence is planned at the Invex computer show this fall. The future is clouded by the expected Jan. 1 breakup of the country into separate Czech and Slovak republics. Drastic price increases are also expected in many public utilities. Telephone and fax services will increase 200%, and postage is expected to increase 300%. A new 24% value-added tax is expected to raise the cost of many other commodities by as much as 50%.

— **Vladimir Tichy**, director

HUNGARY

Biró

With economic chaos now in the past, Hungary is fast emerging as the biggest market in Eastern Europe. The country opened to Western ways ahead of most of Eastern Europe and is reaping the benefits. IDG publications have been a highly valued part of the Hungarian IT scene from the beginning of liberalization. A copy of the first issue of *Computerworld* from 1985 that sold for 8 forints is a collectors item and now sells for 400 forints. *Computerworld Hungary* today has a circulation of 6,000 weekly. The latest issue was 52 pages. *PC World Hungary*, launched last year, is 25 percent ahead of plan and will have reached steady profitability in just 17 months. The October issue has 102 ad pages and a circulation of 8,500. In 1993, IDG Hungary expects to double revenues as the market booms. New newsletters and a bulletin board system are planned. From a peak of 26 employees several years ago, the company has slimmed down to 12. Thanks to efficiency, a staff half as large now produces eight times as many pages.

— **Istvan Biró**, general manager

POLAND

Szot

World Update photos

The summer was very slow in Poland, and the staff used the opportunity to reshape and redesign *Komputer/PC World*. The design is much improved, but there is a continuing problem obtaining high-quality printing services. The current issue has 30 pages of ads and includes a diskette for circulation promotion. *Computerworld Poland*, a biweekly publication, holds a 30% market share. A huge market exists for new computer equipment, as even basic businesses such as banking remain largely uncomputerized. The country is still deep in recession, however, and even used equipment is often too expensive for business. Software piracy is declining as buisness begins to respect the value of intellectual property, and legal protection is on the way.

— **Kazimierz Szot**, general manager

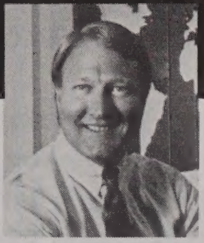
RUSSIA

Four IDG products continue to publish in Moscow — *Computerworld, PC World, Networks* and *PC Disk. PC World* now produces eight issues per year. *Computerworld* has been weekly for four months and is growing in popularity, with 16 pages and four to five ad pages per week. *Networks* switched to a magazine format and circulates 25,000 copies. Running a publishing company in Russia these days is an adventure. Exchange rates on the ruble vary in different market sectors from 22 to $1 to 205 to $1. Suppliers of raw materials and services such as paper and transportation have pushed their prices up to world market levels, but finished goods cannot yet be sold to customers for equivalent prices. Opportunities to distribute in the other republics of the former Soviet Union are limited. A copy of *PC World* that sells for 25 rubles in the Baltic republics costs 48 rubles to mail. The Russian company has downsized from 115 employees to 70 and will break even this year. Advertising is growing at 12% to 15% per month, giving good prospects for future profits.

— **Boris Antoniuk**, chairman/general manager

On line

ASK JIM



Jim Martin, president of Macworld Communications, Inc., takes a turn as On line's guest columnist.

Q What is your role as coordinator of the Macworld Global Product Support Center (GPSC)?

A Really nothing has changed in my role. For the last several years I have acted as a global evangelist, proselytizing for the Macintosh way of computing. In Kitzbuhel, Austria, a couple of years ago, I was invited to present to our European Managers Meeting some thoughts on our vision of Apple and where it is going with its technology. That was the very first meeting in which some form of globalalization of the *Macworld* name and products was discussed.

The initial outcome of this was our global magazine features/news service network server, which has been up and running for almost two years. Several local-language editions of *Macworld* now access this server via high-bandwith ISDN connections. We also developed the Macworld Global Network sales program in 1991, and fielded a *Macworld* international research survey that year that focused on the buying power of eight international *Macworlds*. I have now visited about 12 different IDG countries, visiting with the local teams, giving keynote speeches at various Macworld Expos [such as MACWORLD Expo/New Zealand, Australia, Sweden and more recently Berlin], or meeting with key Apple executives. We also developed the *Macworld* how-to manual almost 18 months ago that has been shared with various country managers. So, as you can see, the formation of the GPSC is more a formalization of a process what has been an on-going reality for more than two years.

Q How do you plan to work with the business units and licensees to keep track of editorial quality, advertising mix, launching new publications, and so on?

A Initially, we will create a questionnaire that will be sent to all IDG country managers to determine the expectations they have of the GPSC. I will visit with many of the teams around the world as well, making sure we are all in synchronization as to market conditions, issues surrounding our relations with Apple Computer, international research, sales and marketing needs, and editorial access to the features/news service file server. All of the items mentioned in this particular question, such as keeping track of editorial quality, are things that are not new. IDG requires at least two Blind Editorial Opinion Surveys per year, and I will merely act as a liaison to the country managers making sure these surveys are useful and informative to the teams. The Executive Committee is asking me to participate in a small role, which used to be the exclusive province of the Committee itself, due to my involvement in the Macintosh industry for almost eight years. I will act as an advisor to the Executive Committee on certain aspects of our corporate involvement in the Apple market, especially the emerging new technologies.

Q How will you be dividing your time between responsibilities as president of Macworld U.S. and coordinator of the support center?

A Some recent changes at *Macworld* will necessitate a realignment of my duties. For example, we have recently decided to merge several new or existing businesses under Macworld Communications, Inc. Those who now directly report to me include David Ushijima of *Macworld Japan*, Guy Phillips of *Macworld U.K.*, Dan Orum of Macworld CD Ventures and Paul Boule of A+ Publishing. I am close to hiring a senior executive who will run Macworld here in the U.S. on a day-to-day basis. Therefore, I will give up my daily involvement in circulation, production, editorial, and so on to focus on more globally oriented strategic issues. I will be spending about 75% of my time traveling in the U.S. and internationally, meeting with our business teams, Apple, and, most importantly, our customers. Perhaps 25% of my entire work day will be devoted to issues surrounding the GPSC.

Q What's the long-term future of the *Macworld* title given that it's named after a single product and Apple is developing other product lines with different names?

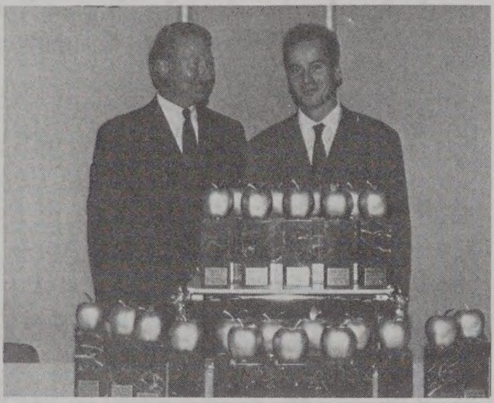
A Apple Chairman John Sculley has told me that the Macintosh will be the core design center for Apple Computer for at least the next three to five years. You must remember that Apple is really a software company, and the Macintosh operating system will be at the heart of some non-Macintosh branded items from Apple or selected third-party developers. My real goal will be to ensure that the name *Macworld* stands for a global expertise on all things related to Apple Computer. Whether we are covering Macintosh, PDAs, PowerPC, Performa, Apple multimedia machines or any other newly emerging technology proprietary to Apple, it will be *Macworld*'s desire to create products and services for the users of these new technologies, whether or not these products are called a "Mac."

Q What's been your career path at IDG?

A I joined the former PCW Communications business unit subsidiary here in San Francisco in 1984 from Ziff-Davis Publishing. My initial role was associate publisher on *PC World* and *Macworld*, leading the sales and marketing teams. Over the years, I moved up to publisher, group publisher, publication director and a handful of ther titles on our various publications, which at one time or another included *PC World*, *Macworld*, *Publish* and *Macintosh Today*. In 1988, we decentralized PCW Communications into independent business units. Pat McGovern asked me to lead the charge on the *Macworld* product line, where I have been ever since. I am a Macintosh fanatic and I constantly evangelize Apple's vision of an all-digital future.

In brief

MACWORLD Expo/ Berlin draws 20,000



Macworld

Jim Martin, president of Macworld Communications, Inc. and *Macwelt* Editor-in-Chief Stefan Scherzer (L) with the *Macwelt* awards.

Produced by World Expo Corp. and organized by Montgomery GmbH, MACWORLD Expo/Berlin drew more than 20,000 visitors on September 2-4, about a 5% increase over last year. The show featured 120 exhibitors and 60 sub-exhibitors (those who shared booth space), and attendees could also choose from among 10 daily conference sessions at the Macworld Forum.

During the show *Macwelt* presented 25 trophies to the manufacturers whose products were rated best in the German market by *Macwelt* readers.

IDG Italy publishes two special issues

After many weeks of extra effort, the staff of IDG Italy proudly unveiled two special publications this month: the 10th anniversary issue of *Computerworld Italia* and a networking book produced in cooperation with Hewlett-Packard.

CW Italia's 116 editorial pages were divided into sections with themes related to the number 10, including profiles of 10 *CW Italia* staff members, 10 questions to IT companies about their future projects, 10 IT projects that have changed people's lives and 10 profiles of readers who have bought *CW Italia* since the first issue.

The final section, a look at IT issues and dedicated to the European IT Forum held September 23-25 in Venice, was sponsored by Motorola, Apple, Origin and Olivetti. The publication was officially presented to the IT Forum attendees and will also be distributed at the SMAU fair in Milan on October 1.

HEWLETT PACKARD
L'IMPRESA IN RETE
Soluzioni per la gestione di rete

Hewlett-Packard financed the networking book, which is targeted to companies that need to install and manage local- and wide-area networks. In addition to the stand-alone publication, the contents will run as a series in five editions of *Networking Italia* beginning with this month's issue. According to IDG General Manager **Brunello Bossi**, the project is the first step in an ongoing collaboration with HP, which will include the use of HP's mailing lists, a subscription campaign and the production of a newsletter.

Macworld CD Ventures releases first update

Macworld CD Ventures has released the first quarterly update of the Macworld Resource CD, an information system designed primarily to keep resellers up to date on the latest developments in the Macintosh universe. The disc contains three main sections: Productworld, which includes detailed informatin on products, self-running demos and printable literature from various manufacturers; the Directory, a database of thousands of Macintosh hardware and software products; and Tech Report, which uses QuickTime movies to deliver reports on the latest technologies and trends in a newscast format. The new edition includes a look at personal computer networks and a focus on Sony Corp.'s approach to multimedia.

Macworld CD Ventures has also pressed more than 500 copies of its first Macworld Resource CD end-user version, which does not contain any software packages or special dealer information.

GamePro publishes fourth book

GamePro's most recent effort to satisfy the cravings of its young video game audience is the publication of its fourth book, *Sega Genesis Greatest Tips*, in cooperation with Prime Books. Written by Editor-in-Chief **LeeAnne McDermott**, the book offers 1,001 strategies, passwords and other secrets for more than 150 video games and is available at major U.S. book dealers. *GamePro*'s next book, based on the popular Streetfighter video, has garnered an exceptional number of pre-orders from eager fans. McDermott and Technical Associates **Matt Taylor** and **Dave Winstead** are among the *Streetfighter* authors.

GAMEPRO PRESENTS
SEGA GENESIS
GAMES SECRETS
GREATEST TIPS
1,001
FROM THE EDITORS OF GAMEPRO MAGAZINE

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, September 28, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For new position that are posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

MARKETING DIRECTOR (IDG/MSD)

Responsibilities include management of advertising, public relations, events, research, sales support, and trade show operations for the Marketing Services Division as well as being the liaison for marketing information to IDG publications. Qualified candidates will possess 10 plus years of marketing, including IT products and/or publishing. You should also possess experience with complete management of an agency, designing/conceptualizing market research and using it for sales promotional materials and at least 5 years experience managing major events and public relations. Some travel to MSD client events is required.

TRAVEL MANAGER (IDG)

This newly created position will work with numerous domestic business units and will be responsible for reporting cost data and lost savings opportunities, selecting travel agency and other vendors, negotiating travel agreements, consolidating off-site meeting planning and reviewing travel policy compliance. 5 years prior experience in travel negotiation and management, excellent communication skills, the ability to travel periodically and experience working in a decentralized environment required.

CREATIVE PROJECT SPECIALIST (LPC/PCW)

This position supports the Lotus' Alliance Products creative needs in the group. It will involve all aspects of creative design and project development for all contract publishing activities. Candidate should possess a working knowledge of Lotus software applications and product strategies. Also needed: experience with AmiPro, Notes, Freelance, Quark (Mac), and Windows. Excellent graphics and illustrative design experience, familiarity with production process and project management skills.

ALLIANCE PRODUCTS COORDINATOR (LPC/PCW)

Responsibilities include providing administrative support to LPC' s ancillary products group manager and team members. Candidate will need to possess excellent organizational skills, communication skills, experience with a PC and software applications, filing, typing, and making travel arrangements. Previous experience as a marketing assistant or executive assistant is preferred. This position requires a broad working knowledge of LPC's products and services. A BA preferred and minimum travel is required.

SENIOR EDITOR (NWW)

Network World is looking for a reporter for its San Francisco bureau. Candidate will prepare business and technology oriented news stories on the use of voice/data communications technology by major U.S. corporations. Candidates should have at least one year professional reporting experience, preferably with a focus on business. Please send resume and clips to: John Gallant, Network World, 161 Worcester Road, Framingham, MA 01701-9172. **NO PHONE CALLS PLEASE.**

ANALYST, DATA COMMUNICATIONS (IDC)

Candidate will conduct primary research, quantitative and qualitative analysis, report and bulletin writing and provide client service including inquiry, client visits to IDC site, and maintenance of the subscriber database. Requires strong foundation of marketing and research skills and experience, including primary research design and implementation, an understanding of data communication technologies, experience generating market forecasts and analyses and excellent writing skills.

HUMAN RESOURCES ASSISTANT (IDC)

Responsible for general clerical and administrative processes, systems and procedures for IDC Human Resources. Specifically, candidate will sort and distribute resumes, provide backup phone support to HR manager for general benefit-related questions, copy and distribute HR communications, prepare New Hire packages, and maintain HR records. Candidate will also assist in IDG orientations and maintenance of employee programs. Requires strong verbal and written communication skills along with organizational abilities. Macintosh skills are also required.

ASSISTANT TO PUBLISHER & CEO (IFW)

This is a highly visible position reporting to and working directly for IFW Publisher & CEO. This is a very fast paced and demanding job providing executive, administrative support to Publisher. Qualified applicants must have a minimum of 5 years executive level support experience; be extremely organized and able to multi-task efficiently. PC and/or Mac experience is required, bachelor's degree or equivalent work experience preferred.

EXECUTIVE ASSISTANT (IFW)

This fast paced and demanding position will also provide administrative support to IFW Editor-in-Chief. Qualified applicants must have a minimum of five years executive level administrative support experience; Be extremely organized and able to multi-task efficiently. PC or Mac experience is required. Publishing background, bachelor's degree or equivalent work experience preferred.

IDG JOB OPPORTUNITIES (continued)

TEST DEVELOPMENT SPECIALIST (IFW)

This position requires both excellent writing and hands-on technical skills. Ideal candidates must have experience with word processors, desktop publishing, and graphics applications, as well as video hardware and printers. Application development and macro programming require.

TEST CENTER ADMINISTRATIVE ASSISTANT (IFW)

This administrative position will coordinate department meeting schedules, answer and route calls to Test Center, order supplies and arrange department travel. Candidates must be extremely organized and able to juggle a multitude of projects. Minimum 3 years administrative experience.

ACCOUNT REPRESENTATIVE (PCW)

To assist Account Managers in *PC World*'s Western region, predominantly by telephone, in prospecting for and servicing new and running accounts. Must have telemarketing sales experience. A working knowledge of personal computers, products and the marketplace. Excellent written and verbal communication skills and a high degree of organization required.

OFFICE SERVICES COORDINATOR (PCW/CS)

To perform tasks in the area of Office Services to effectively serve the employees of the companies served by Central Services. Must possess a California driver's license with a good driving record. Good communication skills, experience in mailroom, shipping and receiving, warehousing or purchasing environments desired.

PRESIDENT (CWPI)

Reporting directly to the Publisher, this position entails managing editorial, sales, circulation, marketing and classified to meet business plan and P/L requirements. Position requires a minimum of 3-5 years of publisher experience and 8-10 years of experience in the computer/networking market. Specific weekly and computer-related publishing experience preferred. Requires 50% travel. A proven track record and strong leadership ability are essential.

SALES REPRESENTATIVE (CWDD)

Inside sales representative for CW Database. Responsible for calling on existing customers and prospective clients. Requires 3-5 years of telemarketing sales experience. Limited travel to trade shows and industry-related events required.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: September 28, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Travel Manager	Framingham, MA	G. Lodge	(603)924-0392
IDG	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Staff Accountant	Framingham, MA	G. Lodge	(603)924-0392
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
LPC/PCW	Creative Project Specialist	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Alliance Product Coordinator	Cambridge, MA	S. Perry	(508)935-4407
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	NO PHONE CALLS
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Human Resources Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
IDC	Sr. Analyst- Computer Networking	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager-Wrk Grp. Appl.	Framingham, MA	A. Palermo	(508)935-4256
IDC	Desktop Publishing Operator	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Sr. Marketing Promotion Specialist	*CIO,* Framingham, MA	G. Lodge	(603)924-0392
FCW	Circulation Coordinator	*Federal Comp.Week,* Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Asst. to Publisher & CEO	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*infoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Events Director	*infoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Marketing Specialist	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Account Representative	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	Copy Editor	*PCWorld,* San Francisco, CA	R. Johnson	(415)978-3252
PCW	East Coast Editor	*PCWorld,* Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Administrative Asst. - Ad Sales	*PCWorld,* Los Angeles, CA	N. Ferree	(213)312-8008
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW/CS	Office Services Coordinator	*PCWorld* Central Srvs. San Fran., CA	J. Oterson	(415)978-3354
IMI	Administrative Assistant	*Publish,* San Francisco, CA	P. Rigby	(415)978-3287
MAC	Northwest Regional Manager	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld,* San Francisco, CA	L. Giglione	(415)978-3272
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Associate Editor, Features	*CWPI,* Framingham, MA	J. Kelleher	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWDD	Sales Representative	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094
GPI	Western Region Account Manager	*GamePro,* Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229

Off-site

If you're looking for **Tony Picardi**, director of software research at IDC, over the weekend, chances are you should look out near the water — and think small. Picardi has been involved with boats since sailing in dinghies as a child on Lake Michigan. Nowadays his sailing interests include building, operating and competing with radio-controlled boats.

Picardi has nine boats, from a 54-inch sailboat with an eight-foot mast to a 20-inch scale model of a Gloucester trawler. The boats are controlled as their real-life counterparts are. All have rudder control for steering and are made of wood or fiberglass. The motorboats have speed control, including reverse, and the sailboats' booms are manipulated to capture the wind, tacking and coming about as full-size sailboats do.

Picardi and his auxiliary ketch

Shirley Picardi

There are several places near Picardi's home in Greater Boston to operate and race the boats with clubs that host competitions. Some competitions are "anything goes" and others are for boats of specific designs. Picardi competes in only one or two races a year although there was a time when he entered more frequently.

"I stopped competing with models so much when my wife and I got a full-size boat, which we can actually sit inside of," Picardi said. "But the neat thing about model racing is you can have many different models for a fraction of cost of full-size boats and you don't feel guilty if you don't go out one weekend."

Picardi is currently building a 50-inch steamboat of his own design, buying some parts and making others. "There's a cottage industry of parts makers who just make specific parts in their homes, some for a living and some just as a hobby," Picardi said. He bought a fiberglass hull from one person, a steam engine from another, and traded a fellow club member for a steam boiler.

"For the decks, hardware and fittings I'll look at books on classic steam launch design and come up with a composite for my boat," he said. The steamboat will have a fully functional four-cylinder steam engine and will be controllable by radio.

Designing the boats can be tricky, as they need to be sturdy enough to withstand strong winds and seeping water. Strong rigging and sails are also essential to withstanding dismasting and other accidents. "It's not at all unusual for boats to be knocked over by the wind," Picardi said.

At a four-hour endurance regatta last year the wind dismasted one of his sailboats, crippling the boat out on the water. Picardi rescued the boat in a dinghy.

Particularly for boats he intends to race, he buys professionally made sails from a company in California. Like full-size sails, they are made of mylar or dacron.

Even though he doesn't compete with his models as much as he used to, Picardi continues to be involved with them, as he enjoys working out engineering problems and working with his hands. "It's fun to operate something that you've built," he said.

The only drawback to the hobby is space. "I have models on the mantel, on the floor in the study, and one with a large mast that won't fit anywhere else hangs from the wall in my stairwell," Picardi said. How does his wife feel about all this? "She thinks it's preferable to skydiving," he said, laughing.

Study

- FROM PAGE 1

honored during the show at a *NW* reception, receive passes to the keynote session of study results as well as to ComNet '93 exhibits and conference sessions and receive the special management edition of the *Network World 500* report.

"As enterprise networks move to the center of information systems design and development, the market for networking products and services is becoming an area of significant opportunity," said IDG Chairman **Pat McGovern**. "The combined efforts of IDC, *Network World* and World Expo Corp. to study this important industry provides an unprecedented resource to both vendors and customers of evolving network solutions."

SunWorld

- FROM PAGE 1

as the basis for future versions of the Solaris operating system.

IDG Japan's newly redesigned booth at the Expo included an oversize video monitor displaying IDG's corporate video and a Macintosh hooked into the IDG News Service.

> ***"We took more than 200 new subscription orders for SunWorld [at the show]."***
>
> **– Katsumi Yamasaki ,**
> **SunWorld Circulation Director**

"We took more than 200 new subscription orders for *SunWorld* magazine, and we also did surprisingly well at this niche show promoting *Computerworld Japan* and IDG Books," said IDG Japan's Marketing Director **Katsumi Yamasaki**. Circulation Director **Takehito Sakurai** and circulation staff **Masato Tsuchiya** and **Yuriko Tjima** reported selling 2,600 trial subscriptions of *CW Japan* and almost 100 IDG Books, including *Windows 3.1 Secrets*.

Noteworthy !

TRANSFERS

Tami Fielteau has moved from a sales associate position at *Computerworld* to a similar one at *Macworld*, where she'll be continuing her work in telemarketing and sales support. She has a BA in economics from San Jose (Calif.) State University. Outside the office, she plays the violin and serves as a volunteer for the homeless.

NEW EMPLOYEES

PC World welcomes **Debbie Galvez** as its account manager for Northern California. She was recently a Northwest regional sales manager for M&T Publishing's *DBMS* and received a BA in biology from Santa Clara (Calif.) University. She enjoys skiing and biking in her free time.

■ ■ ■

Macworld Production Manager **Cynthia Mazzola**, responsible for the day-to-day production of the publication, joins IDG from a similar post at *Impressions* magazine. She earned an associates degree in commercial art from the Art Institute of Dallas and enjoys spending time with her sons Michael and Christopher.

■ ■ ■

Kerry Stuart Mallett has joined the team at *CIO* as sales associate assisting sales representatives at the San Francisco branch office. Mallett received her BA in English from Hollins College in Roanoke, Va., and her MFA in graphic design from the Academy of Art College in San Francisco. She enjoys bicycling and photography.

■ ■ ■

Moschella

IDG Headquarters welcomes **Donna Moschella** as assistant to the director of financial analysis and planning. She'll be involved with administrative support and assistant with budgets, forecasts and 30/60/90 reports. Moschella was most recently an administrative assistant for corporate procurement at Raytheon. She has an associates degree in accounting from Bentley College and is pursuing a BS degree in finance. She enjoys aerobic exercise, cross-country skiing and golden retrievers.

■ ■ ■

IDC announces that **Marnie Butler** has joined their ranks as proofreader. Butler recently graduated from Syracuse University with a degree in English/communications. Outside of the office, she enjoys skiing, the guitar and running.

■ ■ ■

Benjamin Bowers is now a credit analyst in IDG's Corporate Credit Department. His responsibilities include approving credit applications and doing trade and bank references. Bowers received his BS in Business Administration from the University of New Haven.

Addressbook notes

New fax number for IDG Czechoslovakia:
+42-2-316-76-81

■ ■ ■

Corrected address/phone numbers for IDG's joint venture in Russia:

Information Computer Enterprise
POK, V V C
prospekt Mira
129223 Moscow
RUSSIA

phone +70-95-216-77-47
fax +70-95-216-83-56

Chairman's achievers

Mary Hartwell
Advertising Coordinator
A+ Publishing

In a company staffed with fine people, **Mary Hartwell** shines a bit brighter than many, according to A+ National Advertising Director **Sanford Fibish**. "Mary is the finest example of what an advertising coordinator should be," he said. Hartwell excels at her own job of coordinating ad reservations, insertion orders, magazine layout and many other responsibilities, and as a true team player is always ready to pitch in on other projects. "Mary is truly a pleasure to work with," said Fibish. "She is so valuable to our advertising sales efforts that special recognition is called for."

■ ■ ■

Sandra Harrington
Sales Manager
IDC Mountain View (Calif.)

Harrington

IDC

In spite of a less-than-robust economy, Sandra Harrington brought in $1.5 million in total business sales of IDC services in the last 10 months. Her energetic efforts made her sales areas of Washington, D.C., and parts of northern California, fruitful for herself and for IDC. "She is a consistent performer, a hard worker, and certainly qualifies as an overacheiver," said **Nancy Underwood**, IDC West's sales manager.

IDG managers are invited to nominate employees who have performed "above and beyond" their responsibilities for the a Chairman's Achiever Program. To request a nomination form, contact IDG HQ at fax (617) 859-8642.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Brigitte Schleibinger - IDG Germany
Monika Tenbieg - IDG Germany

FOURTEEN YEARS
Helga Biesel - IDG Germany

THIRTEEN YEARS
Eckhard Utpadel - IDG Germany

TWELVE YEARS
Steve Woit - *Computerworld*
Maria del Carmen Doehler - IDG Germany

ELEVEN YEARS
Karin Giffhorn - IDG Germany
David Brown - TISC

NINE YEARS
Beate Kneuse - IDG Germany
Andrea Kirchmeier - IDG Germany

EIGHT YEARS
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany

SEVEN YEARS
Heiderose Witte - IDG Germany
Christoph Hammerschmidt - IDG Germany

SIX YEARS
Cheryl Podda - IDG Australia
Sui-lan Vignal - IDG France
Elizabeth Phillips - *Computerworld*
Susan Thaxter - *Computerworld*

FIVE YEARS
David Hutchins - IDG Australia
Elisabeth Love - IDG Australia
David Noble - IDC Australia
Barbara Gefvert - TechMedia
Lisa Jaillet - TechMedia
Pascal Gautier - IDG France
Bernadette Thual - IDG France
Adriana Amedei - IDG Italy
Rune Antonsen - IDG Norway

FOUR YEARS
Laurent Guillemain - IDG France
Manuela Bleimeier - IDG Germany
Stacey Simmons - LINK Resources
Silvia Petrella - IDG Italy
Michael Cleary - IDC Australia

THREE YEARS
Peter Worlock - IDG UK
Frank Jay - IDG Australia
Christoph Witte - IDG Germany
Mario Toffoletti - IDG Italy
John St. Martin - *Computerworld*

TWO YEARS
Lisa Mitchell - IDG Australia
Therese Merrell - WEC
Michael Sullivan - *SunWorld*
Christelle Bertrand - IDG France
Agnès Chardavoine - IDG France
Stefano Piazza - IDG Italy
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Schulz - IDG Germany
Don Tennant - *Computerworld Hong Kong*

ONE YEAR
Mirca Ritelli - IDG Italy
Fiona Pether - IDG Australia
Peter Littleboy - IDG Australia
Andrea Balogh - IDG Danmark
Hugh Gibbs - IDC UK
Karen Carroll - *SunWorld*
Kane Scarlett - *SunWorld*
Dave Taylor - *SunWorld*
Elizabeth Cooper - *SunWorld*
Linda Devine - TISC
Jean-Pierre Antonio - IDG France
Pascal Boiron - IDG France
Martin LaMonica - IDG France
Barbara Poirette - IDG France
Domingos Rodrigues - IDG France
Denis Sematisky - IDG France
Frank Nikolaisen - IDG Norway
Vibeke Øvre - IDG Norway
Andrew McGregor - IDC Australia

MSD takes to the high seas

MSD photos

Bonington mans the helm.

IDG's Marketing Services Division recently sponsored a day of sailing off Newport, R.I., for a select group of DEC senior marketing executives and several of their ad agency representatives.

Organized by Vice President/Marketing Erica Baccus and National Accounts Director Paul Bonington, the group met with a number of publishers and sales reps from *Computerworld*, *CIO*, *InfoWorld*, International Marketing Services, *Network World* and *PC World* aboard the *Shamrock V*, an America's Cup boat built in 1930.

Gerry Lawrence (DEC), Vicki Gonin (*PC World*) and Kathy Voyle (*InfoWorld Direct*) on deck.

Off line

Win Your Own

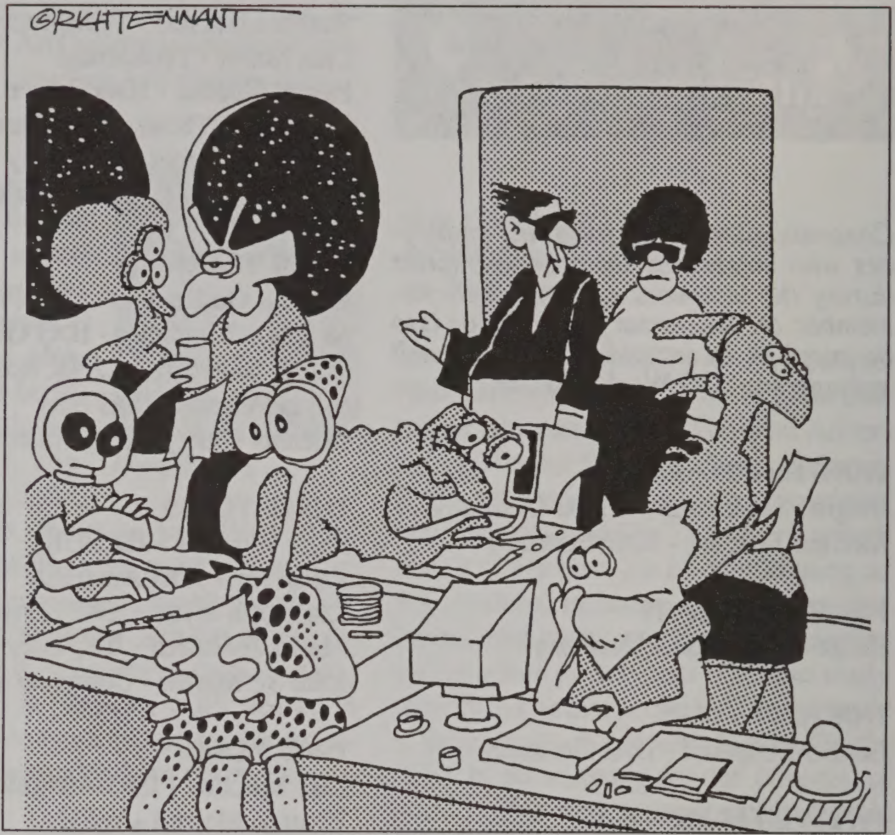
World Update
RKHTENNANT

Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 3. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!



IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Two IDG publications win national editorial, graphics awards
- PAGE 2

MPC World* renamed *Multimedia World,* included in *PCW
- PAGE 5

PC World assists in day care center's birth
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 40 **OCTOBER 5, 1992**

IT Forum attracts 350 to Venice

"Dis-integration" was the key word at the second annual European IT Forum in Venice Sept. 23-25, which drew close to 350 top-ranking IT executives from 30 countries.

"This year's IT Forum is even a bigger success than last year's," said IDC Europe President **Roberto Masiero** on the first day, commenting on the almost 50% increase in attendance. "People are coming to try to learn what is happening in our markets, and among the people we have gathered we should find some answers."

"The Restructuring of the European IT Industry: A New Scenario for Users," featured more than 50 speakers representing numerous IDC offices and many of the region's IT companies. Most of the the presentations focused on the polarization of companies into either hardware and/or software producers or service providers and the failings of those companies that are trying to occupy a middle ground.

A variety of discussions also addressed how to jumpstart computer sales from their current doldrums and how to help IT users quantify the productivity gains they have achieved from computers.

"This is provocative, stimulating, ex-

- SEE PAGE 6

IDG Czechoslovakia hosts Mass. trade mission

IDG Czechoslovakia

IDG Czechoslovakia Director Vladimir Tichy addresses guests at the reception as Mass. Governor William Weld (left, foreground) looks on.

IDG Czechoslovakia hosted a highly successful reception in Prague on September 3 for Massachusetts Governor William Weld, several top economic advisers and a delegation of representatives from a dozen Massachusetts IT companies.

More than 400 people attended the event at Kounicky Palace, including prominent Czech business people and representatives from the U.S. Embassy. The Massachusetts delegation included executives from DEC, Aurum Computer Corp., Stratus Computer and Tops Computer Co.

Earlier this year, the Massachusetts Office of International Trade chose Czechoslovakia as its trade mission destination based on the country's aggressive privatization plan. At that time, the staff had not decided how to identify potential partners and distributors interested in collaborating with the Massachusetts companies participating on the trip.

- SEE PAGE 2

In brief

IDG Books rolls out new logos

IDG BOOKS

IDG Books Worldwide has redesigned its logo and produced a series of special icons that emphasize the exclusive status of its various product lines. The new bold design of the IDG Books logo, which is consistent with the IDG corporate logo, is easily recognizable in a small size on the books' spine.

"This is critical, as our spines are competing with hundreds of others on the bookstore shelves," said Director of Marketing and International Sales **Brandon Nordin.**

INFO WORLD TECHNICAL BOOKS

...FOR DUMMIES™ COMPUTER BOOK SERIES FROM IDG
#1 Bestselling Computer Book Series for Beginners

AUTHORIZED PC WORLD EDITION

MACWORLD MW AUTHORIZED EDITION

IDG Books' branding strategy leverages the recognized expertise of *InfoWorld*, *PC World* and *Macworld* in each book series. Now, in addition to using the magazines' masthead logos on the book covers, each series has its own logo.

IDG Books has also trademarked two series names: the *SECRETS* name that is featured on *InfoWorld*'s books for more advanced readers, such as the No. 1 bestseller *Windows 3.1 SECRETS* and *PC SECRETS*, as well as the best-selling "*...For Dummies*" series for new computer users. With the publication of "*...For Dummies books* on Wordperfect, Windows and Excel next month, as well as 1-2-3 and UNIX in early 1993, eight "*...For Dummies*" books will be in print.

Several IDG pubs win awards

The American Society of Business Press Editors recognized several IDG publications at the awards banquet for its 14th Annual Editorial and Graphics Competition earlier this month.

Macworld won first place in the Best Feature Series category for its July through October 1991 series, "Type in Transition." Contributors to the series included **Jerry Borrell, Alex Brown, Erfert Fenton, James Felici, Jim Heid** and **Liza Weiman.**

In addition, Borrell, **Steven Levy** and **Deborah Branscum** earned second place for Best Signed Editorial (*MW*, January 1991), and Borrell, Heid and **Charles Piller** received third place for Best In-Depth Technical Feature (*MW*, May 1991).

Computer Buying World, which will become *InfoWorld Direct* in November, captured second place for Best In-Depth Technical Feature (**Peter Varhol, George Bond, Shawn LaFlamme** and **Randy Ross**, *CBW*, October 1991). It also earned an honorable mention for Best Regular Column or Department (Bond, LaFlamme, Ross and **Ezra Shapiro**, CBW, September 1991).

Vickie Blake and **Wendy Israelite** of *Digital NEWS*, which was sold in August to Cahners Publishing, won an honorable mention for Best Contents Page and a third place award for Best Tabloid Front Page: Text.

IDG Czech

- FROM PAGE 1

One conversation led to another, and Alfred Woodworth, the state's deputy secretary for commerce and development, eventually spoke to IMS President **Frank Cutitta.** When Cutitta told him about IDG Czechoslovakia and showed him some of the company's publications, Woodworth was ecstatic.

"We looked through all the ads, and I saw potential distributors on every page," Woodworth said. "Having direct contact with the private sector is what I'm accustomed to [dealing with on trade missions], and working with IDG looked like a terrific opportunity to contact these clients. IDG's tactic is value-added advertising, and that concept fit in with what we were doing [for the Mass. companies]. The relationship benefitted both of us."

Computerworld Czechoslovakia ran a front-page story about Weld's visit in its Sept. 18 issue.

Woodward met with IDG Czechoslovakia Director **Vladimir Tichy** in June to plan the fall trip. Tichy worked closely with the American Embassy to set up a schedule of visits for the delegation to meet with potential partners, and IDG also sponsored the reception so the group could meet with a broad array of people in an elegant atmosphere.

The trade mission drew heavy coverage from the Czech media.

Several companies, including Raytheon, signed busines deals during the trade mission. Woodworth said the group was pleased with the number of good contacts made, and he hopes IDG will continue to work with them in the future.

"The state wants to use a Mass.-based company [IDG] as a conduit to other companies who want to do business there," Cutitta said. "They want to use compounding resources, and we can help them."

On line

ASK WALTER

Q **Is there any truth to the rumor that *Computerworld Netherlands* is being shut down?**

A *Computerworld Netherlands* has temporarily ceased publication. However, we are in the process of working with a major European publishing group to license *Computerworld Netherlands.* More on this as soon as we have completed our negotiations.

Q **How closely do you monitor international politics to get a good sense of what conditions are affecting IDG business units around the world?**

A The monthly commentaries that we receive from our international business units quite often contain more than a small dose of information and background on important political happenings in the various countries.

We've had incredible stories about both successful and failed coups, the collapse of goverments, the radical overhaul of political systems, as well as horror stories about how totally inept political decisions can and do affect our businesses.

In addition to our insider information all of us regularly follow other news sources such as *The Wall Street Journal* and *The International Herald Tribune.*

Q **What is the Corporate Advisory Committee?**

A The Corporate Advisory Committee (CAC) is made up of a small group of independent business unit managers from both the U.S. and foreign operations.

This group meets twice a year and at these meetings matters of long-term strategy are the order of the day. Operational issues are not part of these meetings. As members of the CAC will be rotated regularly, it is our hope that we will always have the best and most varied input from the managers of IDG companies who are, after all, the people closest to our customers and know what winds are blowing in the market.

As a result of each of these meetings, task forces are appointed to further investigate the issues in question. Agenda items are likely to include things such as the IDG Test Cooperative and a look at how IDG can improve its worldwide communications and business opportunities through technology.

Q **Which IDG offices or regions outside the U.S. are the most profitable?**

A Given the fact that we cover so many markets or varying size we always judge profitability in percentage terms—not actual currency generated. We have some very small markets that turn in relatively small amounts of cash but are truly successful in terms of the percentage returns.

Our overall corporate goal is to have a 10% profit margin after taxes. This means that on a worldwide consolidated basis we have to make approximately 17% on all of our product lines.

During FY 92, for instance, he had several countries who were very profitable. Among them were Germany, Sweden, Argentina, Denmark, New Zealand, Norway, Spain and Venezuela.

In all fairness though, you should realize that levels of profitability for an off-shore company can vary dramatically from one year to another if the country has made a major investment in a new product. This would, of course, substantially reduce the overall profit margin for the country but not necessarily the profitability of established publications within that country. We issue a monthly profitability report for all publications on a worldwide basis by product category.

Q **If you were forced to work in another profession, what would it be?**

A Unfortunately, ink is in my blood and I can't really imagine myself ever working in an entirelly different profession. When I was very young, I dreamed about being a surgeon or selling my soul to the devil to be the world's greatest pianist but the clock has run too far to ever allow me the time to pursue surgery and I assume that if I haven't yet met up with Satan it might also be a little late for that!

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Each week, IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy take turns answering your questions. Questions should be submitted to* IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

PCW puts weight behind local day care center

PC World Communications is trying to make the life of its working parents just a little bit easier with its involvement in a new day care center that opened just three blocks from its Second Street offices here in San Francisco.

Run by Marin Day Schools, a nonprofit day care provider that operates a number of other centers in the San Francisco Bay area, the center opened Sept. 15. The costs of the center were principally underwritten by Nestle Beverage Co. and Landels Ripley Diamond, along with sizable contributions from PCW, The Gap, the San Francisco City Attorney's Office and a local law firm. PCW is also offering a subsidy to help offset the tuition cost for employees who place their children at the center.

Richard Willoughby, PCW's director of human resouces, said the need for such a center is obvious. The company currently has 28 employees with a total of 35 children ranging from infants to school-age, according to **Thalia Ohara**, human resources administrator. A number of other employees are expecting babies in the near future.

"It made a lot of sense to get involved in a center right now," Willoughby said. "This is also an investment for the future."

PCW began investigating the issue of child care last December after looking closely at the IDG Employee Survey results, which showed that a number of employees were interested in child-care access. Willoughby and Ohara conducted their own survey of PCW employees and learned that they wanted either on-site child care or a facility close to work.

The company initially investigated existing child care centers but was not satisfied with what was available. "It was slim pickings," Ohara said.

Then, in May, **Robert Kanes**, *PCW*'s associate art director, noticed a sign at nearby Hills Plaza, where his wife works, that a day care center was going to open there. Willoughby said it was due to Kanes' initiative that PCW learned of the center and began negotiating with the operators to get involved. Willoughby, Ohara and **Roberta Furger**, associate editor and mother of two, investigated existing centers run by Marin Day Schools and liked what they saw.

Furger said having a day care center close to work is "wonderful, particularly for people who are just having children."

"PCW is recognizing the fact that a lot of lifestyle changes are going on. There are a lot of working parents," Furger said. "This is very good for employees. It makes them want to stay with the company and helps them focus on their work instead of who's taking care of their child."

Kanes, father of newborn daughter Johanna, is currently the only PCW employee who has enrolled his child in the center. Willoughby said he expects more employees will become involved in time.

Both PCW and IDG Central Services employees — those whose work in IS, finance and other administrative areas that benefit PC World Communications, Macworld Communications and Integrated Media — are eligible to enroll their children. The center has 52 slots and is open from 7:30 a.m. to 6 p.m. There are currently 35 infants, toddlers and preschoolers enrolled.

PCW's efforts are not the first time an IDG company has become involved in the child care issue. According to **Tom Mathews**, IDG Human Resources' director of benefits and systems, employees in the Framingham area can receive between 5% to 15% off the regular tuition rate at two area day care centers. Some individual business units offer an additional 5% subsidy to employees.

PC World

Two youngsters lend a hand during the diaper-cutting ceremony at the grand opening of the Hills Plaza Child Care Center. Pictured left to right: San Francisco City Attorney Louise Renne, San Francisco Mayor Frank Jordan, (not identified), Sen. Milton Marks, PCW Communications President Pat Kenealy.

In addition, IDG offers a day care referral program to its East and West Coast employees that provides parents with information on the day care options in their neighborhoods.

IDG also offers a pre-tax program for its domestic employees in which a parent can pay up to $5,000 in day care expenses with pre-tax dollars.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 5, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

PART-TIME HUMAN RESOURCES ASSISTANT (IDC)

Responsible for general clerical and administrative processes, systems and procedures for IDC Human Resources. Specifically, candidate will sort and distribute resumes, provide backup phone support to HR manager for general benefit-related questions, copy and distribute HR communications, prepare New Hire packages, and maintain HR records. Candidate will also assist in IDG orientations and maintenance of employee programs. Requires strong verbal and written communication skills along with organizational abilities. Macintosh skills are also required. This is a 28 hour, 4 or 5 days per week position.

SENIOR DESIGN ASSOCIATE (PCW)

Oversee design, layout and production of sections of PC World with Art Director to assign ad traffic illustration and photographic needs. Experience in Quark on the Macintosh. 3-5 years of layout and design experience.

CIRCULATION ASSISTANT (PCW)

To provide statistical analysis of circulation renewal and billing marketing programs. To provide renewal and billing spreadsheet reporting, updating weekly and monthly reports, checking "seeds", assisting Circulation Manager and coordinator with ongoing projects. Must have knowledge of word processing (preferably in Word) and spreadsheets on either Lotus 1,2,3 or Excel on the IBM PC. Must possess strong math skills.

ASSOCIATE EDITOR, FEATURES (MAC)

Candidate will conceive, assign, write and edit feature articles. Will also serve as technical resource to staff in area of expertise. Knowledge of the Macintosh industry and good editing, writing and management skills required. Word processing experience and the ability to work with others also needed.

SALES ASSISTANT (CWPI)

Requires a computer literate self-starter with strong organizational skills who can perform under deadline pressure. Duties include creating mail merges, processing insertion orders, developing and preparing presentations, maintaining database and providing customer service.

EDITOR (GPI)

Candidate will write and edit articles and reviews on video game products and review products through testing. Will also interface with industry contacts and attend trade shows. Two years writing and editing experience required; knowledge of electronic game industry essential. Position will work directly with the Executive Editor. Must be MAC literate.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: October 5, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Travel Manager	Framingham, MA	G. Lodge	(603)924-0392
IDG	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Staff Accountant	Framingham, MA	G. Lodge	(603)924-0392
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
LPC/PCW	Creative Project Specialist	Cambridge, MA	S. Perry	(508)935-4407
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
LPC/PCW	Alliance Product Coordinator	Cambridge, MA	S. Perry	(508)935-4407
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	NO PHONE CALLS
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Human Resources Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
IDC	Sr. Analyst- Computer Networking	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager-Wrk Grp. Appl.	Framingham, MA	A. Palermo	(508)935-4256
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Sr. Marketing Promotion Specialist	*CIO,* Framingham, MA	G. Lodge	(603)924-0392
FCW	Circulation Coordinator	*Federal Comp.Week,* Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Events Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	LAN Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Senior Design Associate	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Circulation Assistant	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Account Representative	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	Copy Editor	*PCWorld,* San Francisco, CA	R. Johnson	(415)978-3252
PCW	East Coast Editor	*PCWorld,* Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Administrative Asst. - Ad Sales	*PCWorld,* Los Angeles, CA	N. Ferree	(213)312-8008
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
PCW/CS	Office Services Coordinator	*PCWorld* Central Srvs. San Fran., CA	J. Oterson	(415)978-3354
IMI	Administrative Assistant	*Publish,* San Francisco, CA	P. Rigby	(415)978-3287
MAC	Associate Editor, Features	*Macworld,* San Francisco, CA	C. England	(415)978-3242
MAC	Northwest Regional Manager	*Macworld,* San Francisco, CA	S. Dolan	(415)978-3159
MAC	Editorial Assistant	*Macworld,* San Francisco, CA	L. Giglione	(415)978-3272
MAC	Ad Services Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Public Relations Manager	*Macworld,* San Francisco, CA	K. Luedee	(415)978-3396
MAC	Publisher	*Macworld,* San Francisco, CA	S. Ginenthal	(415)978-3203
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWDD	Sales Representative	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094
GPI	Western Region Account Manager	*GamePro,* Redwood City, CA	J. Sieling	(415)363-5200
GPI	Circulation Coordinator	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229
GPI	Circulation Director	*GamePro,* Redwood City, CA	C. Yam	(415)363-5229

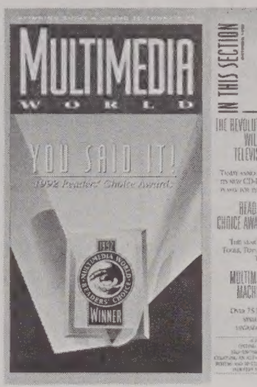
Multimedia World aims to serve diverse tastes

As the field of multimedia products for the PC grows rapidly, PC World Communications Inc. has renamed its trailblazing *MPC World* magazine *Multimedia World* and will distribute it as a bimonthly supplement to select *PC World* readers.

Multimedia World will appear within national and international newsstand copies of *PC World*. This "multimedia edition" of *PC World* will also be distributed to multimedia enthusiasts among *PC World*'s powerful PC-buying audience, including the former subscribers to *MPC World* magazine.

More than 300,000 copies of the October *Multimedia World* will be printed, giving the publication the largest reach of any multimedia publication in the world.

"The influential early buyers of multimedia hardware and software for PCs are interested in using these new technologies for business, educational, leisure and creativity applications," said **Jonathan Epstein**, publisher. "The synergies with *PC World* allow us to further increase and develop our audience of PC multimedia enthusiasts."



The publication will continue to focus primarily on hardware and software for the multimedia PC (MPC) platform, including those Windows and DOS applications that incorporate multimedia features. *Multimedia World* will continue *MPC World*'s coverage of educational and entertainment titles and enhance its coverage of creativity and business applications.

"We're widening the editorial bandwidth to serve our readers' diverse appetites," said **Craig LaGrow**, *Multimedia World*'s new editor-in-chief. "*Multimedia World* will introduce new products and technologies covering a full range of multimedia PC applications. And our features will help PC buyers put multimedia industry developments in perspective."

The October issue features the first look inside Tandy's new Intel-based TV-top multimedia player and a buyers guide on the more than 75 multimedia PC systems and upgrade kits available today. Audio and Video columns are joined by two new sections, Creating and Power Tools.

MULTIMEDIA OPPORTUNITIES

According to industry analysts, the multimedia industry and industry experts see more and more PC users venturing in to the consumer, business and creative applications of multimedia products.

Such products offer substantial revenue and profit opportunities, and entrepreneurs from newcomers to computer and consumer electronics giants are competing for their share. The number of companies and products being advertised is also growing, reported Epstein. October's *Multimedia World* carried more than 38 pages of advertising from 40 companies, including eight new advertisers.

"*Multimedia World* is providing PC-proficient buyers with comprehensive coverage on this emerging new industry and is providing multimedia PC marketers the largest audience of multimedia PC buyers," Epstein said. "By broadening our distribution, we can expand the market for multimedia PC products for homes, businesses and schools alike."

Service bureau group helps East West with local publishing centers

The East West Education Development Foundation has enlisted the support of the Association of Image Service Bureaus (AISB) in its effort to promote democracy in Eastern Europe and the former Soviet Union through the distribution of donated computer equipment.

After speaking to **Alex Randall**, executive director of the East West Foundation, AISB Executive Director Van Tanner arranged for East West to have a booth at the Seybold Seminar in San Francisco in late September under the banner of "AISB Imaging Centers for Democracy." Tanner also organized a press conference to enlist the support of the desktop publishing community. Peter Lewis of *The New York Times*, a syndicated columnist who writes about personal computers, attended the press event and expressed interest in devoting a future column to East West's mission.

Randall said that staffs of educational institutions and democracy-oriented foundations in Eastern Europe desperately need desktop publishing equipment to get their message out. Since state-of-the-art equipment is in such demand in Western countries, and the Eastern Europe organizations so numerous and underfunded, they have had difficulty acquiring hardware and software. "What is freedom of the press without the presses?," Randall asked rhetorically.

To aid their cause, Randall has proposed creating a desktop publishing center in each of the target countries that numerous organizations can share. AISB has "picked up the notion of that concept and run with it," Randall said. AISB has secured commitments from Adobe, Aldus and 3M for state-of-the-art hardware and software, and they'll be going through East West for distribution.

During the Graph Expo East '92 in New York City, held October 3-6, AISB sponsored another "AISB Imaging Centers for Democracy" booth and held a press conference with the Russian ambassador to announce plans for the local imaging centers. The one in Moscow is being organized in cooperation with the Russian Research Institute for Graphic Arts. Centers in Kiev, Warsaw and other cities are in the planning stages.

IT Forum

- FROM PAGE 1

citing and enlightening," said IDG Chairman **Pat McGovern**, who gave the opening address. "It is tremendously useful for all of us to see how those from the various sectors view the market changes going on."

Unlike last year's event, which was geared primarily to vendors, IT users were well represented both as attendees and presenters. Corporate sponsorship also added a new dimension to this year's forum with Apple, BSO/Origin, Motorola, Olivetti, IBM, Siemens and Systems & Management participating.

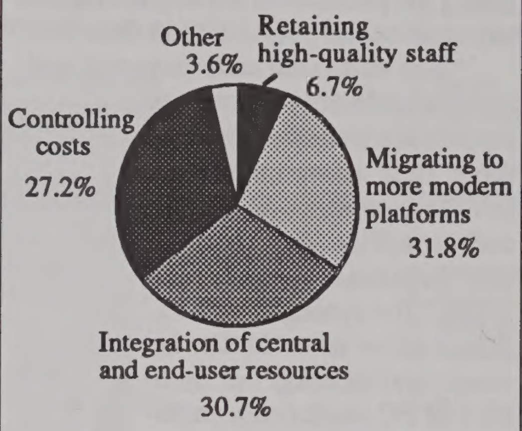
"The sponsors were very happy with the forum, and they are looking forward to participating next year," said **Myriam De Greef**, IDC Europe's marketing director and conference organizer. She said a preliminary analysis of the evaluation forms showed many attendees rated the forum as a "very good atmosphere."

IDC President **Kirk Campbell** said the turnout showed that the European Forum is "clearly established" as an important IT event. "There's no question we offer the best conference in the industry. This is the only conference that deals with European-wide IT issues," he said.

The forum was also a good example of IDG/IDC synergy. "It was great to hold the European Managers Meeting together with this forum, because we got to spend good time with our customers," said IDG Italy General Manager **Brunello Bossi**. "We should try to plan all our meetings together with a seminar or show."

IDG and IDC Italy also teamed up to find sponsors, and *Computerworld Italia* had a preview of the forum's goals and agenda. *PC World* and *CW Italia* editors interviewed speakers and attendees and will publish a summary of the working sessions in *CW Italia* later this month.

Key IS Challenges for 1992 in Europe



—IDC Chart

(From left:) Evans Woherem, IDC Africa; Len Rust, IDC Australia; Samuel Ochapa, IDC Africa; and Keith Henry, IDC U.K. share a laugh during the reception.

World Update photos

Pat McGovern talks with a client while Andrew Baul-Lewis, IDC U.K., and Eric Ochs, IDC France, look on.

Letter to the Editor

While IDG World Update has not previously printed Letters to the Editor, we have always welcomed comments and suggestions from our readers. We hope the publication of the following letter will encourage future dialogues.

September 28, 1992

Your article [Sept. 21] about *SunWorld*'s growing successes was much appreciated.

But while Mac McCarthy and I were credited in the piece, overlooked was the third member of this triumvirate, Asssociate Publisher/Ad Sales Director, Harry Versen. His impact on this magazine has been as great as anyone's.

It was Harry who a year ago worked closely with IMI President Gordon Haight to reposition the magazine as a product reviews book. During that process, it was Harry who identified Mac as the editor who could make it happen. And it was Harry, who in the process of seeing his ideas implemented, built the sales team that is today producing such terrific results for us.

And as Mac has been teaching me the technology, Harry's been teaching me the market. I'd venture to say that there's not an ad director anywhere who knows his market and customers better.

As for the Sun contract, between the product that McCarthy and crew are putting out and the results that Versen and team produce, we were negotiating from strength.

If you get the idea that I'm in the right place at the right time, you're correct. I'd tackle anything with these guys, as I would with any of our people.

Bruce W. Gray
Publisher, *SunWorld*

Noteworthy !

PROMOTION

Lai

IDG Taiwan

James Lai has been promoted to publisher at *Computerworld Taiwan*, effective October 1. Lai joined IDG Taiwan in February 1992 as associate publisher and editor-in-chief of *Computerworld Taiwan*. He was responsible for the magazine's facelift in March, which proved to be a great success, increasing revenue 59.7%. "James' excellent editorial experience and solid connections within the local IT industry will definitely give *Computerworld Taiwan* a valuable boost, as we look forward to a productive and profitable '93," said Harry Yen, IDG Taiwan president.

TRANSFERS

Lisa Crutchfield has transfered from *Lotus* to *PC World* as advertising sales/account manager working out of the Irvine, Calif., office. Her transfer to *PC World* marks the third IDG publication she has been with, as she first joined the company in 1989 to work as account manager at *Publish*. Crutchfield earned a BA in English at Fairfield University in Connecticut with a minor in journalism. She plays the piano, cello and saxophone, and loves to read and travel.

NEW EMPLOYEES

IDG welcomes **Theodora Guest** as HR administrator. She was previously a sales assistant at *Computer Buying World*, where she provided sales support, research and client follow-up. Her new responsibilities include administering the collaborative training program and budget administration. Guest received a BA in international relations at Boston University and is pursuing further education at the Harvard University Extension School.

■ ■ ■

PCW Communications has a new technician to call when things go awry. **Tracey Prutch** has signed on to maintain their Macintosh equipment. He will continue to work on his computer information systems degree while working under the direction of Wally Clegg, director of information systems. Prutch enjoys golf and weight training in his free time.

■ ■ ■

Debbie Burnett has accepted a position as sales associate at *Macworld*. She previously worked at GreenSpring Computers as an inside sales manager. She received her BA in psychology from Scripps College and enjoys running and soccer.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week of September. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINE YEARS

Valerie Shanks - IDG Spain

EIGHT YEARS

Melvyn Bennett - *CW Hong Kong*
Madeleine Spencer - IDC

SEVEN YEARS

Carol Spach - *CIO*

SIX YEARS

Claude Giffard - IDG France

FIVE YEARS

Martha Stephens - IDG
Val Landi - MSD

FOUR YEARS

László Guttray - IDG Hungary
Terrence Jones - IDG
Betsy Buma - IDG
Elaine Ouellette - IDG
Linda Rich - IDC
Janet Keough - IDC
David Thwaites - IDG Australia

THREE YEARS

Gisela Schlieder - IDG Germany
Mikael Tornwall - IDG Sweden
Martin Wallstrom - IDG Sweden
Angeles de la Marca - IDG Spain
Francisco Rodriguez - IDG Spain
Magdalena Saiz - IDG Spain
Gary Rocchio - *Macworld*
Shirley Sweeney - IDG
Cheryl Rothman - *Network World*
Anne Nickinello - *Network World*
Luane Kiley-Newman - IDG List Svcs.
Paul Nesdore - IDC

TWO YEARS

Katalin László - IDG Hungary
Eire O'Brien - IDG UK
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain
Lori Beth Sadewitz - *CIO*
Julie Savage - *Federal Computer Week*
Lauren Smith - IDG Int'l News Group
Jennifer Rizzo - IDG

ONE YEAR

Csaba Mészáros - IDG Hungary
Krisztina Havadi - IDG Hungary
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Serge Del'Hommeau - IDG France
Britt Kardel Hetting - IDG Danmark
Richard Ross - ISG
Courtney Shepard - ISG
Lennart Sandelin - IDG Sweden
Lars Wallstrom - IDG Sweden
Rolf Van Den Brink - IDG Sweden
Jose Luis Palacios - IDG Spain
Kimberly Morneau - *CIO*
Claudia Wair - *Federal Computer Week*
Shiva Singh - WEC
Charlene Hull - IDG/CI
Erik Blom - IDC

Do-er's profile

Steve Auerbach

- **HOME:** Laguna Niguel, Calif.

- **PROFESSION:** Southwest Region Sales Manager, IDC Irvine (Calif.)

- **JOINED IDG:** May 1988

- **WHAT DO YOU LIKE BEST ABOUT YOUR JOB?** Working with my clients and providing them with answers to their market intelligence problems, watching my staff grow and become successful, and taking business away from the competition.

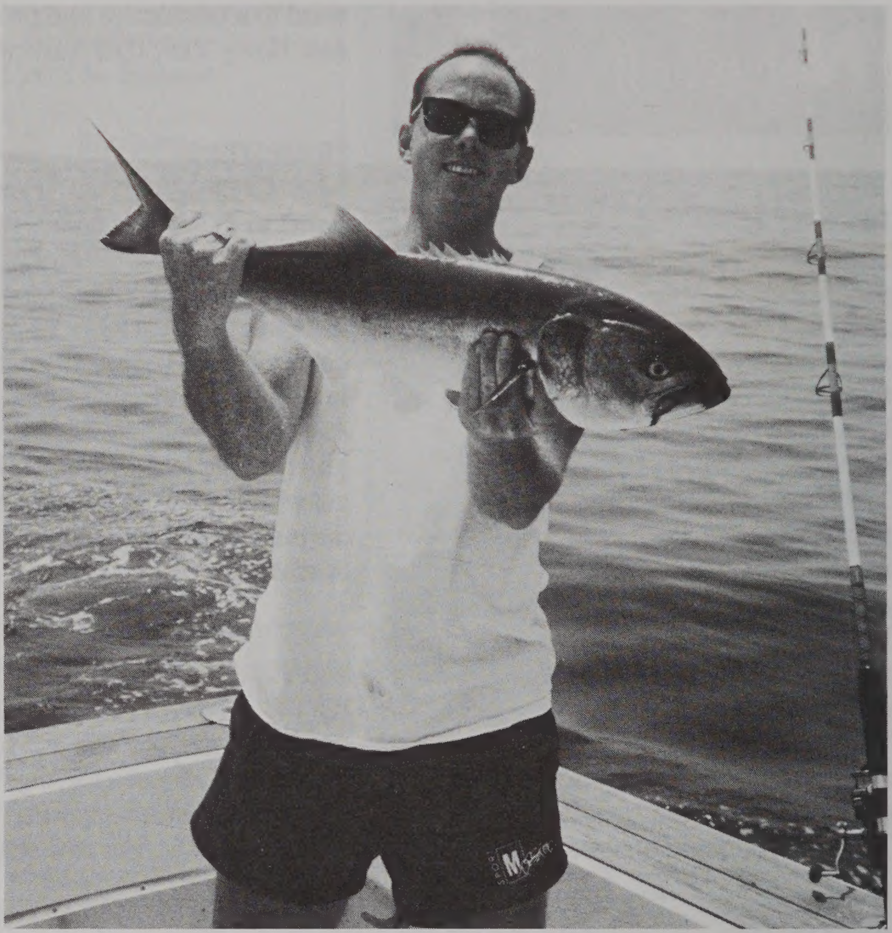
- **LATEST ACCOMPLISHMENT (PROFESSIONAL):** Earning IDC National Sales Rep of the Year for the past two years. **(PERSONAL)** Catching five marlin in Cabo San Lucas in June.

- **INTERESTS:** Big-game deep sea fishing, surf fishing at sunrise, scuba diving, softball.

- **DREAM VACATION:** Traveling to Costa Rica to catch a 500-pound marlin in the morning and a trophy tarpoon via fly rod in the afternoon.

- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD:** Replace Jim Everett as the L.A. Rams' quarterback and lead them to a Super Bowl victory over Jim Kelly and the Buffalo Bills.

- **WORDS TO LIVE BY:** "What, me worry?"—Alfred E. Newman, *MAD* magazine.



- **FAVORITE AUTHOR:** Tom Clancy

- **PERSONS YOU MOST ADMIRE?** My mom and dad, for teaching me about business and life in general.

- **IF YOU COULD HAVE THREE WISHES GRANTED, WHAT WOULD THEY BE?:** End all wars, ad infinitum; discover a cure for AIDS; catch and release a 1,000-pound black marlin off the Great Barrier Reef.

- **MANAGER'S PROFILE:** "Steve is known within IDC as perhaps the most tenacious salesperson most of us have ever seen. He has an enormous energy level that contributes to a very powerful work ethic."

IDG World Update

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITOR
David Bromley

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

***Network World* unveils NetText on-line, disk service**

- PAGE 2

IDC's Roberto Masiero details IDC Europe's future

- PAGE 3

CD-ROM Expo focuses on electronic publishing

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 41
OCTOBER 12, 1992

InfoWorld's Agenda 93 attracts top PC execs

InfoWorld Editorial Events Group

***InfoWorld*'s Robert X. Cringely took a pie in the face from winning bidder David Liddle (center) of Interval Research Corp. during an Agenda 93 auction for charity. Editorial Events staff Tammie Helm (left), Tracy McGee (right) and *IW* Editor Stewart Alsop watch gleefully.**

Top PC industry executives, analysts and consultants recently gathered at *InfoWorld*'s Agenda 93 conference in Laguna Niguel, Calif., to discuss technology trends, raise money for an educational software charity and eat Ben & Jerry's ice cream.

The six-year conference, originally sponsored by **Stewart Alsop**'s *P.C. Letter* newsletter and now organized by the *Infoworld* Editorial Events Group, is an exclusive, invitation-only affair that attracted 385 industry heavyweights. Attendees who paid $2,300 to attend the three-day event included Bill Gates, chairman and CEO of Microsoft Corp., Steve Jobs, president of NeXT Computer, and Philippe Kahn, president of Borland International. Agenda was held Sept. 20-22 at the Ritz-Carlton.

"This year's Agenda was probably

- SEE PAGE 4

IDG launches magazine in South Africa

IDG's new partnership with *Computing S.A.* in South Africa was launched recently with a record issue of the magazine and gala industry party. The September 28 issue of *Computing S.A.* was a special launch issue to mark the beginning of the IDG relationship. Previously, *Computing S.A.* averaged 40 to 60 pages per week. The launch issue totaled 124 pages with 74 pages of advertising.

"We're not sure, but we think it may be the largest issue ever produced by any trade publication in South Africa," said *Computing S.A.* Editor **Kathy Gibson**.

SA'S TECHNICAL NEWSPAPER IN 1992
omputing S.A.
World Watch
Channel turmoil takes dealer toll
Market squeeze forces dealers to adapt or die
Delivery delays dent Fintech results
ICL earmarks cash for expansion

On the evening of September 28 more than 250 members of the South African IT community attended a reception to celebrate the return of IDG to southern Africa. Managing Director **Joe Brady** welcomed the guests and hailed the liaison betwen *Computing S.A.* and IDG as the beginning of a new information era in South Africa.

- SEE PAGE 2

NetText gives NW subscribers personal library

Network World this week introduced NetText™, a comprehensive information retrieval system that serves as a central library for accessing articles that have appeared in *Network World*.

NetText is available either on floppy MS-DOS disks or as an on-line service available for DOS, Windows or Mac platforms.

NetText™
A library of *Network World* articles

"There is certainly an immediate need among our own subscribers for such a service," said **Bill Reinstein**, *Network World*'s director of special projects. "Over 40% of *Network World*'s readership maintains a library of past issues, a clear indication to us that they find the information we cover quite valuable and to have a long shelf life."

The disk version costs $129.95 for a one-year subscription and provides access to buyers' guides, budget and salary surveys and critical issues surveys, as well as every article published in the newspaper from January 1991 to the Sept. 28 issue. For an additional $70, subscribers can receive *Network World* articles dating back to January 1989.

NetText uses a text-retrieval software system from Folio, a Utah-based company, which offers a powerful yet easy-to-use way to access *Network World* information, said *Network World* Director of Information Systems and NetText developer **Jeff Pennett**. "This system shrinks the file to about 50% of its original size, so it doesn't take up as much storage, and the disk access time is about five times faster than on some CD players," Pennett said.

The on-line version uses GE Information Services' International Network and BusinessTalk communications software to allow the user real-time access for retrieving up-to-date information on networking issues by way of a simple phone call from any personal computer. Reinstein said the on-line rate is significantly less than that of commercial on-line services.

IDG employees who have BusinessTalk can tie into NetText by contacting their MIS director or BusinessTalk Systems Administrator **Maureen Page** at the IDG International News Group, telephone 617-423-9030. IDG users will be billed at the same rate as they would be to connect to any of BusinessTalk's on-line options.

Survey shows IDG reaches largest audience of all Bay Area publishers

IDG is the top magazine publisher in terms of audience reach in the San Francisco Bay Area, according to a recent survey conducted by PC World Communications and the Graduate School of Journalism at the University of California at Berkeley.

The survey ranks 20 area publishers by their publications' total exposure factor (TEF), which measures a magazine's total number of issues circulated per year (frequency of publication multiplied by its circulation). Using that measurement, IDG's seven West Coast publications, *GamePro, Infoworld, Macworld, PC World, SunWorld, NeXTWorld* and *Publish,* had a combined TEF of 32.6 million.

Time Warner, publisher of *Parenting, Health* and *Sunset* on the West Coast, came in second with a TEF of 24.67 million, followed by Ziff-Davis Publishing (16.72 million).

"We were surprised at the results," said Richard Willoughby, PC World's director of human resources. "It shows that IDG's presence [in the Bay Area] is larger than previously suspected."

The survey, conducted by Scott Loughlin, special assistant to PC World President Pat Kenealy, with input from Willoughby and others, was primarily intended to identify publishing firms in the Bay Area interested in sending employees to advanced business magazine publishing classes offered by the Berkeley's Graduate School of Journalism and underwritten by PC World, Time Warner and M&T Publishing.

South Africa

- FROM PAGE 1

IDG International News Group President **David Hill** gave a presentation to the gathering on IT industry trends, IDG and what IDG hopes it can bring to the South African through its partnership with *Computing S.A.*

"I have never been welcomed more warmly by the IT community anywhere in the world," said Hill. "After years of international isolation South Africa is rejoining the world community, and they are starved for information."

The IDG News Service is a key part of IDG's presence in South Africa. Not only is *Computing S.A.* making extensive use of IDG copy, but stories about the South African IT market are now running on the News Service. Distribution of news about the sophisticated, well-developed IT community in South Africa is expected to spark increased interest in the market from around the world.

Computing S.A. is part of Thomson Publications, a major South African trade publisher. General Manager **Sue Castelyn** was enthusiastic about the long-term opportunities to work together with IDG on additional publications, trade shows and other activities as the market grows.

"This is just the best thing that could have happened for us," said Castelyn. "IDG is the biggest and the best at this business, and we are just thrilled to be a part of the organization."

On line

ASK ROBERTO

Roberto Masiero, president of IDC Europe, takes a turn as On line's guest columnist.

Q In light of a possible single European Market, how do you expect IDC to adjust in Europe, and how do you expect IDC's European structure and market to develop in the future?

A We have in Europe mainly two kinds of customers. On the one hand, we have European headquarters offices that are interested in getting support to understand market trends and to develop strategic planning at the pan-European level. On the other hand, we have IT-vendor country offices that need tactical support to be help them to sell more and better products. IDC already relies on a double network of local country offices and pan-European Expertise Centers, so we are uniquely positioned to provide integrated and consistent support to the customers, both at the local and pan-European level.

The process of globalization of the European market offers IDC an outstanding opportunity to leverage on the structure that we have already in place and to get a unique competitive advantage.

Q Which IDC regions in Europe perform most profitably and why?

A You should keep in mind that IDC Europe is made up of country offices and Expertise Centers, and both are profit centers. Among the country offices, IDC Scandinavia is the most profitable. It is very well managed by one of our most experienced managers, Edward O'Hara, and all staff members are directly responsible for the economic results of their own activities. This team of exceptional professionals shows that it is possible to be highly profitable even in adverse market conditions—the Scandinavian IT market had a negative growth rate in 1991, and this year it will probably not be better!.

Among the Expertise Centers, the Unix center, managed by Per Anderson in Copenhagen; the European IT Center, managed by Luisa Bordoni in London, and the Eastern Market Center, managed by Steven Frantzen in Germany, had excellent results; but even many of the other centers were above plan in 1992.

Q Do you think IDC is strong enough to beat Dataquest?

A Yes, for the following reasons:

1) We have an unique network of country offices and Expertise Centers that give us an unrivaled competitive advantage in providing the customers with best integrated support at the local and pan-european level.

2) We have decentralized the research, giving the Expertise Center managers responsibilities for their profit and loss satements, so they are really taking care of meeting customer requirements and providing excellent service. Our research managers are becoming entrepreneurs: that simply does not happen at all in the old, centralized and bureaucratic structure of Dataquest.

3) Last year many of our long-term customers have drastically reduced the number of suppliers and refocused their investment on a main partner. In most cases this partner was IDC.

4) Over the last two years, some of the smartest Dataquest professionals joined IDC Europe. Both the UK and Germany country managers were formerly sales directors with Dataquest. They decided to join us because of the superior perspectives of IDC and are doing an outstanding job in their country markets. On the other hand, during the last two years, nobody left IDC to join Dataquest. We are simply on the right wave, and Dataquest is on the wrong one.

Q The Eastern European Expertise Center, once located in Berlin, is now at IDC Germany's office in Kronberg. Are there any plans to move it to another location?

A Yes. Steven Frantzen has been doing a fine job developing the Eastern Market Center, and now he is responsible not only for a number of projects and services, but also for supervising the IDC agents in Hungary, Poland, Russia and, very soon, in Czechoslovakia. Futhermore, the clients ask for more and more support in identifying business opportunities and improving their distribution channels at the level of the single country markets. So we are planning to relocate the center in the Eastern European market, probably in Prague, beginning in 1993.

Q What are the main areas of improvement for IDC Europe in 1993?

A In general terms, we need to improve our capability of pulling Europe together by better integration of the research both at the country and pan-European level and through better pan-European account management. In terms of geographical regions, we are making a major effort in order to improve our performance in Germany. Germany and German-speaking markets represent 40% of the European IT marketplace, and represent the highest potential growth by far. So we put in place a new and dynamic management team and opened an office in Munich in July supervised by Karin Ernst, IDC Germany's managing director for sales and marketing. I spend the most of my time now in Germany to support the local management in its effort to make IDC Germany one of our most successful operations in Europe.

Agenda

- FROM PAGE 1

the most successful conference we've had," said Alsop, editor of *InfoWorld*. "Every major industry personality attended, we had great interaction, and all the events came off well."

Tammie Helm, editorial events specialist, said the conference sold out in July and there were about 70 people on a waiting list to attend. She attributed Agenda 93's popularity to the informative, conversation-inducing program Alsop puts together, as well as the "schmooze factor" involved.

InfoWorld Editorial Events Group

IW Editor Stewart Alsop (right) participates in a fireside chat with Andy Grove of Intel Corp. and Microsoft's Bill Gates.

Agenda 93's theme was three-fold: Competitiveness (How to compete with Microsoft), Personal Digital Assistants (How to catch up with Apple); and Software Design (How to make money with objects). Speakers included Jim Manzi, president of Lotus Development Corp., Scott McNealy, president of Sun Microsystems, Inc., John Sculley, chairman of Apple Computer, Inc., and Gordon Eubanks, president of Symantec Corp.

Fireside chats, which encouraged intimate, informal conversations, were held with Gates, Jobs, and Andy Grove, president of Intel Corp.

The conference's closing dinner was sponsored by IDG with opening remarks by **Bob Metcalfe**, publisher and CEO of Infoworld Publishing Co. Chris Whittle, chairman of Whittle Communications, gave the keynote address on technology and education.

Agenda 93 also sponsored an auction that raised a whopping $100,000 for the Foundation for Educational Software, a non-profit foundation created by Alsop and others to encourage the development of software for elementary and secondary schools. Among the unconventional items auctioned were a mock "Stewart Alsop head on a silver platter," a chance to skipper Philippe Kahn's sailboat in Monterey Bay, and a gourmet cooking lesson and dinner from Amy Wohl of Wohl Associates. Two ad-hoc additions to the list included a chance to throw a pie in the face of *InfoWorld*'s "Notes from the Field" columist **Robert X. Cringely** (whose recent book, *Accidental Empires*, has earned the wrath of several industry executives) and the privilege of pushing Alsop into the hotel swimming pool fully clothed. David Liddle, chairman of Interval Research Corp. paid $5,000 to smear a cream pie in Cringely's face, and Gates and Andy Heller, chairman of Hal Computer Systems, put up $15,000 to get Alsop wet.

The conference also set aside plenty of time for fun and recreation, including golf, tennis and volleyball tournaments and an Ice Cream Social featuring the popular Ben & Jerry's ice cream and served by the ice cream makers themselves, Ben Cohen and Jerry Greenfield.

Because the PC industry has grown so much, the conference itself needs to grow to allow more people to take part. Helm said an additional 60-plus people will be invited next year and Agenda will move to a bigger hotel in Scottsdale, Ariz.

Calendar

- **OCTOBER 19**
  Buying IT in the '90s:
  The Channels
  MSD/IDC presentation
  Ritz-Carlton Hotel
  Boston, Mass.

- **OCTOBER 21-23**
  IDC National Sales Meeting
  Framingham and Boston, Mass.

- **OCTOBER 29-31**
  MACWORLD Expo/New Zealand
  Ellerslie Function Centre
  Auckland, New Zealand

- **NOVEMBER 3-5**
  EuroComNet/Amsterdam
  RAI Exhibition Center
  Amsterdam, the Netherlands

- **NOVEMBER 5-9**
  Hi-Tech '92 Ankara
  Ataturk Cultural Center
  Ankara, Turkey

- **NOVEMBER 10-12**
  Publish '92
  Darling Harbour Exhibition Center
  Sydney, Australia

Alsop's Hindsight Awards

One of the highlights of the Agenda conferences is Stewart Alsop's Hindsight Awards, which acknowledges five individuals whose actions 10 years ago have contributed the most to the development of the PC industry.

This year's winners for their accomplishments in 1982 were:

- **David Bunnell for publishing *PC Magazine*.**
- **Rod Canion, for designing the Compaq Portable, Compaq Computer Corp.'s first product.**
- **Irving Gould, for being the person behind the Commodore 64.**
- **Peter Norton, for Norton Utilities, the defining program in what is now a major category of software called utility programs.**
- **John Walker, for Autocad, which helped prove that the PC was and continues to be a key platform for technical applications.**

A special award was given to Nolan Bushnell, who introduced the computer game Pong 20 years ago and started the public's fascination with technology well before the PC industry got its start.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 12, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

VICE PRESIDENT OF CIRCULATION (NWW)

This individual will be responsible for directing the circulation function and for participating in overall strategic planning. Other responsibilities include financial management, circulation marketing, and building relationships with key clients. 10+ years of experience required preferably in both controlled and paid circulation. Strong overall publications management experience focusing on the circulation function, financial management, marketing and sales.

SENIOR ANALYST, PC SOFTWARE (IDC)

A highly versatile, self-motivated professional is needed for our Desktop Computing Group. In this critical role, the selected individual will conduct market research analysis, interact with clients, develop market forecasts and projections, offer sales support, and contribute to program management. Five plus years PC software industry or research community experience (with an emphasis on desktop operating systems) is desirable. This is one of the fastest growing roles in both IDC and the industry at large. Position will be based in either IDC's Mountain View, California or Framingham, Massachusetts office.

PART-TIME RESEARCH ASSISTANT (IDC)

Individual will collect pricing information from various sources, including print advertising, and calls to computer dealers. Position requires computer literacy, good communication skills plus the ability to work independently. Part time, flexible (10 hours a week).

ADMINISTRATIVE ASSISTANT--ADVERTISING SALES (CIO)

Individual will support the advertising sales manager with day-to-day activities. Duties will include filing, copying, phone coverage, mailings maintenance of databases and other general office tasks. Ideal candidate will be a team player, detail oriented and have excellent organizational skills. Accurate typing at 50 wpm and Mac. experience required. Full or part time position located in Dallas, Texas.

WESTERN ADVERTISING MANAGER (PCW/MPC)

To pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for 11 Western States. To service and maintain all advertising after the sale is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Must possess three plus years in advertising sales in a related industry such as computers, entertainment, or technology. Prior sales experience in computer publishing industry preferred. Excellent written and verbal communication skills and organizational skills.

PERFORMANCE ANALYST (PCW)

Ideal candidate will develop, run and report on tests of a variety of PC hardware, software and networking products from our Test Center. Individual will work closely with editors and other analysts to deliver useful product analysis on deadline. Frequent contact with vendors and end-users. A thorough understanding of various PC hardware or software and good communication skills are required.

ASSOCIATE EDITOR (GPI)

Individual will help develop editorial copy, assist the Editorial Director, and act as a representative of the magazine. The ideal candidate will interface with industry contacts and attend trade shows. The area of focus will be print, prepress, art and production. Must possess strong editing and writing skills. Knowledge of the computer industry is desirable.

MANAGING EDITOR (GPI)

The individual will coordinate the flow of editorial material and art into the magazine, enforce deadlines and help determine the magazine's editorial direction. Must possess a working knowledge of desktop publishing. Excellent writing, editing and journalistic skills as well as organizational and analytical skills are required. Also preferred is the ability to work well with others, be creative and self-motivated. Knowledge of the video-game industry is a plus.

Job Opportunities

Revised: October 12, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Administrative Assistant	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Travel Manager	Framingham, MA	G. Lodge	(603)924-0392
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
MPC/PCW	Western Ad. Manager	*PC World,* San Francisco, CA	J. Epstein	(415)267-1772
NWW	Vice President of Circulation	Framingham, MA	S. Perry	(508)935-4407
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	NO PHONE CALLS
IDC	Senior Analyst, PC Software	Framingham, MA/Mountain View, CA	J. Gantz	(508)935-4224
IDC	Research Assistant--Part Time	Framingham, MA	B. Clarke	(508)935-4765
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Part Time Human Resources Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
IDC	Sr. Analyst- Computer Networking	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Program Manager-Wrk Grp. Appl.	Framingham, MA	A. Palermo	(508)935-4256
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
CIO	Sr. Marketing Promotion Specialist	Framingham, MA	G. Lodge	(603)924-0392
FCW	Circulation Coordinator	*Federal Comp.Week*, Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Editorial Events Director	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Performance Analyst	*PCWorld,* San Francisco, CA	G. Smith	(415)243-0500
PCW	Senior Design Associate	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Circulation Assistant	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Account Representative	*PCWorld,* San Francisco, CA	C. Canfield	(415)978-3264
PCW	East Coast Editor	*PCWorld,* Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Administrative Assistant	*Publish,* San Francisco, CA	P. Rigby	(415)978-3287
MAC	Associate Editor, Features	*Macworld,* San Francisco, CA	C. England	(415)978-3242
MAC	Editorial Assistant	*Macworld,* San Francisco, CA	L. Giglione	(415)978-3272
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
CWDD	Sales Representative	CW Database, Framingham, MA	J. Carpenter	(508)935-4396
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Associate Editor	*GamePro,* Redwood City, CA	John Sauer	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

CD-ROM Expo draws 7,800

Electronic publishing and how-to information for end users were key themes at the sixth annual CD-ROM Exposition and Conference, held last week in Boston. Attendance figures topped 7,800, exceeding expectations and surpassing last year's total by 1,500. More than 80 companies exhibited on the expanded show floor.

The show was produced by World Expo Corp. and managed by Mitch Hall Associates, and IDG's *Macworld, Multimedia World* and Emerging Technology Applications served as co-sponsors. "This show of unity within the IDG family demonstrates that IDG can be the leader not only in covering CD-ROM technology in the publishing world but also in developing products for the media world," said WEC Conference Director **Mary De Cristoforo**.

CD-ROM Expo '92 included a full day of tutorials followed by three days of exhibits and more than 45 conference sessions. DeCristoforo said that while last year's conference targeted educators, this year's focused on electronic publishing. "The advisory board [including *Macworld* Associate Editor/Features **Liza Weiman** and *PC World* Executive Editor **Russell Glitman**] worked hard to recruit the right people as speakers," she said.

In the first keynote address, Scott Sassa, president of Turner Entertainment Networks, discussed how Turner views the impact of multimedia on the broadcast industry and the future of marketing CD-ROM products to the consumer. *The Wall Street Journal* quoted a portion of Sassa's speech and mentioned CD-ROM Expo in a profile on Sassa published Oct. 6. In the second address, Stan Cornyn, president of Warner New Media, talked about the changes in multimedia over the past seven years and expanded on Sassa's discussion about interactive television.

CD-ROM Mania!
CDs · Drives · Accessories

World Update photo

Exhibitors show their enthusiasm for CD-ROM technology.

Off-site

Ever since she was a teenager, **Janel Breckenridge**, receptionitst at IDG Australia's head office in Sydney, has been fascinated by astrology. "Astrology is a science," she said. "It is based on mathematics, the movement of the planets, on fixed stars and points in space. A chart is built up for a client from their birth time, date and location." This can be done in a few minutes with a computer or by hand in a couple of hours. Although it's more time-consuming, Breckenridge prefers building customers' charts by hand. "It gives one a feel for the client from the beginning," she said.

In 1984 Breckenridge attended an astrology conference and won a scholarship from the AFA (Australian Federation of Astrologers) to study for three years with the tutor of her choice.

"The moment I heard my name as the winner, I couldn't believe it," she said. The scholarship allowed her to continue her study of astrology, which she hopes one day to practice as a business. "Astrology is a wonderful counseling tool as its information gives immediate insights," Breckenridge said.

She is also interested in the Occult, which she defines as "a study of things unseen, things of a supernatural nature like tarot, clairvoyance, and witchcraft." The only bad experiences she's had have been learning to handle the disbelief of skeptics. Some friends and family were not always positive about her interest. "But with the years they have come around. Now they are behind me 100 percent."

IDG Australia

Breckenridge

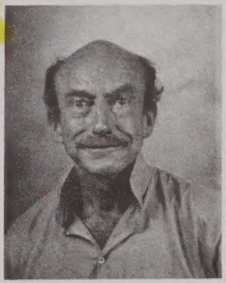
There are no special tools one is required to have, but as there is always more to learn there are lots of books and papers to purchase, which can be costly. "One day I might earn lots of money as an astrologer and recoup what I have spent," said Breckenridge.

For now she is pursuing her interests with an eye to the future. "I'd like to invite any *World Update* readers with similar interest to write to me," she said. "We could have some exciting stuff happening here."

Chairman's achievers

Jay Lampus
Sales Associate, *CIO* (West Coast)

Jay Lampus joined *CIO* in March is and active contributor to the *CIO* sales team. According to West Coast Director of Advertising **Jerry Parsons**, Lampus has been a great asset, "keeping customers happy, scheduling difficult-to-get client appointments, qualifying accounts, setting up and working trade shows and always willing to go the extra mile whether after hours or on weekends." Lampus has also provided support for Val Landi, MSD's vice president of national accounts, who is also based in San Francisco. He will soon join MSD in its new office in San Francisco, where he will be reponsible for sales and marketing operations.



CIO

Lampus

Charlie Greco appointed VP

IDG Chairman **Pat McGovern** recently announced that **Charlie Greco**, recently president of Technology Investment Strategies Corp., has been appointed vice president of IDG. Greco has relocated from Framingham to IDG headquarters in Boston.

In his new role, Greco will use his negotiating skills and wide-ranging industry contacts to help close major contracts with clients involving multiple IDG business units.

He will also participate in negotiations on proposed acquisitions and new business investments.

"I'm very excited about the variety involved in this new position," Greco said. "Business management is my strength, and I look forward to contributing my support to the business units."

World Update photo

Charlie Greco

Since joining IDG in 1981, Greco's efforts have been focused on IDG's market research and consulting areas. His outstanding leadership and exemplary job performance has earned him the IDG Chairman's Award three times.

Earlier in his career, Greco held a number of MIS management positions during 10 years with the Stop and Shop Companies, a large U.S. retailer, and before that handled contracting and financing for the Bank of Boston's hardware and software acquisitions.

"Charlie's experience, combined with the successful leadership of the financial and end-user research arms of IDG, will make him a valuable addition to IDG headquarters and the IDG Executive Committee," McGovern said.

IDC VP Larry Bishop celebrates 10 years

Larry Bishop, IDC's vice president of U.S. sales and operations, oversees all U.S. sales, production, mailroom, reproduction center facilities, telecommunications and library services.

He also has responsibility for the sales and administration groups of TISC, which was recently integrated into IDC.

Bishop started his IDC career as a production manager and moved up to production director in 1984. He was promoted to vice president of operations in 1988 and named to his current post in 1990.

An Iowa native, Bishop earned a BA from Simpson College in his home town of Indianola and received an MBA from Columbia University. He and his wife Ellen live in Acton, Mass., and have three children. Outside the office, Bishop enjoys walking, reading and keeping up with his children's athletic pursuits. He also coaches his town's junior high school basketball and softball teams.

World Update photo

Pat McGovern treated Bishop (R) to lunch at the Ritz-Carlton in Boston.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in February. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Lloyd Cohen - IDC
Len Rust - IDC Australia

TEN YEARS
Rubén Argento - IDG Argentina

FIVE YEARS
Lisa Jaillet - *AmigaWorld*

FOUR YEARS
Gregory Silva - *PC World*

THREE YEARS
Gisela Schlieder - IDG Germany
Marco Tennyson - IDG Italy
Meredith Bickford - *AmigaWorld*
Hilal Sala - Integrated Media

TWO YEARS
Mina Ahn - *CIO*
Eugene Chiappetta - LINK Resources
Elizabeth Leahy - *Publish*
Paul O'Neil - *PC World*
Sandy Heistand - PCW Central Services
Francie Pilling - PCW Central Services

ONE YEAR
Brent Romero - IDC
Jennifer Vettraino - IDC
Christine Wong - *Macworld*
Francis Aviani - Integrated Media
Linda Celis - *Publish*
Batel Libes - *Publish*
Cathy Baskin - *PC World*
Jeff Bertolucci - *PC World*
Todd Fong - PCW Central Services
Megg Bonar - IDG Books Worldwide

Noteworthy !

TRANSFERS

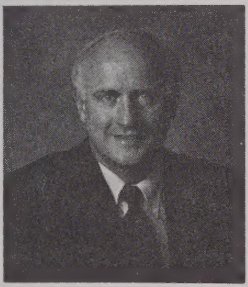
Jayne Wilson has moved from staff writer at *Digital News* to senior writer at *InfoWorld*. She will cover DEC PC's, Banyan Computer and the general networking market. Wilson received her BA in English from Clark University in Worcester, Mass., and enjoys reading and travel.

■ ■ ■

Barry Green has made the jump from a contract employee managing computer product databases for *Publish* and *SunWorld* to database manager for *SunWorld*. He received his BA in English Literature from Ohio University and has completed some graduate work in English at San Francisco State University. Green halted his formal schooling in order to work on a novel.

NEW EMPLOYEES

InfoWorld welcomes the return of **Robert Snowdon Jones**, who served as *IW*'s Atlanta bureau chief earlier in his career. As executive editor/news and views, Jones works closely with News Editor **Katy Gurley** to bolster the news operation. He worked most recently as a vice president at Alexander Communications in Atlanta, where he supervised public relations accounts for several IT companies. He also has 12 years of daily newspaper experience incluing working as a reporter for *The Atlanta Constitution* covering business and high-technology beats. A graduate of the University of Tennessee with a BA in history, Jones enjoys photography, backpacking and playing the guitar.


InfoWorld

Jones

■ ■ ■

There are a number of new faces at *InfoWorld*. **Debbie Lewis** has signed on as network administrator. She arrives from a similar position at *PC Magazine*. Lewis received a BA in Business from the University of California at Los Angeles and enjoys racquetball, scuba and weight training.

Cheryl Gerber joins *InfoWorld* as senior writer. She was previously senior editor at *Systems and Network Integration*. Gerber graduated from the University of New Hampshire and studied toward her MA in English Literature at Oxford University.

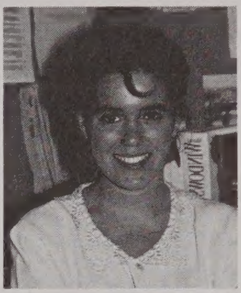
Kelley Damore has also joined *InfoWorld* as senior writer. She will cover both hardware and software. Damore attended College of the Holy Cross in Worcester, Mass.

■ ■ ■

Lucy Thompson has joined the team at IDG Books as assistant to President John Kilcullen. She was previously employed as a resource management assistant at NASA's Ames Research Center at Moffett Field in California. Thompson provided administrative assistance to the Solar System Exploration Branch on the Search for Extraterrestrial Intelligence Project. She received a BA in Advertising from San Jose State University, California, and enjoys cycling, backpacking and horseback riding.

■ ■ ■

Cara Cunningham has joined the IDG News Service as U.S. correspondent. Cunningham was formerly a staff writer at *PC Week*, where she covered Unix operating systems and a range of development lanuages and tools. Cunningham attended Simmons College in Boston, where she studied Communications and History. She enjoys travel, running and reading.


World Update

Cunningham

■ ■ ■

IDC welcomes **Carey Azzara** as senior research analyst. He arrives from the Massachusetts Department of Public Health, where he was project manager. In his new position Azzara will survey research analysis and product reports. He received an MA in Applied Social Psychology from Fairleigh Dickinson University in Rutherford, NJ and completed the doctoral training program in Psychology and Social Structure at Boston College.

Addressbook changes

IDC France has moved to:

Immeuble La Fayette
2 Place des Vosges
5 Cedex
92051 Paris La Defense

Phone: +33-1-49-04-80-00
Fax: +33-1-49-04-8080

■ ■ ■

***Publish* Spain's new address is:**

Jaime Brull
Delibros, S.A.
Goya, 115, 1°
28009 Madrid
Spain

Phone: +34-1-309-0352
Fax: +34-1-309-1188

IDG Malaysia's new address is:

IDG (Malaysia) Sdn Bhd
21 A Lorong 8/1D
46050 Petaling Jaya
Selangor Darul Ehsan
Malaysia

Tel: +60-3-757-1500
Fax: +60-3-757-7474

■ ■ ■

New phone number for IDG Argentina:

+54-1-345-1527

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Gary Palmer will receive an official "Off line" T-shirt, and the honorable-mention winners below will receive IDG World Update stadium cups.

HONORABLE MENTIONS:

"At least we didn't try it out on a laptop."
- **Dan Holden**, *Electronic News* (Mountain View, Calif.)

"I told you we shouldn't use those surplus power supplies they shipped from Chernobyl."
- **Dave James**, *PC World* (Irvine, Calif.)

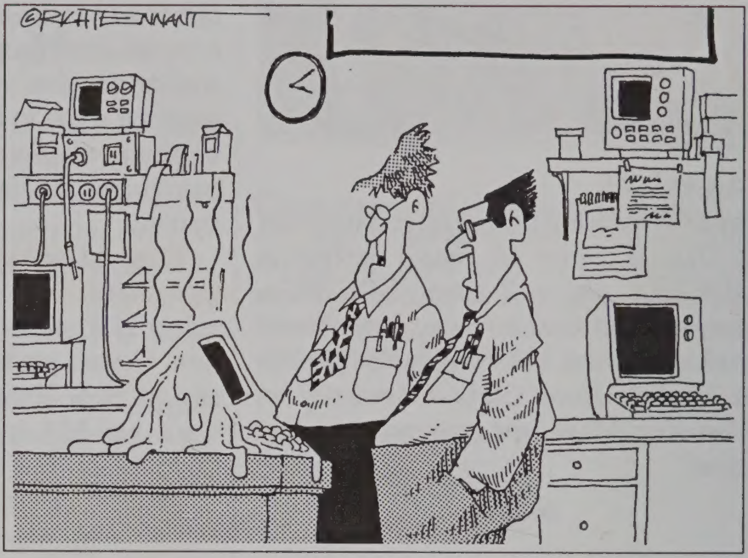
"I think we've just invented the world's first intelligent fondue maker."
- **Tom Moran**, *Macworld*

"I see a future using water-cooled desktop."
- **John Blair**, IDC Australia

"How do we expense a computer meltdown?"
- **Michelle Beals**, CW Burlingame

"Too fast for THAT clone maker's chassis, eh, Nardsley?"
- **George Newman**, IDC

"Don't panic, Earl. In the unlikely event of a meltdown, the 686 thermonuclear chip gives its user a good 20 minutes to evacuate the premises before the radiation reaches a hazardous level."
- **Rick Popko**, PCW Central Services



"I hate when that happens."
- **Gary Palmer**, *InfoWorld*

"Reminds me of the time my wife put the plastic kettle on the gas top!"
- **Jon Lesjak**, IDG Australia

"I knew that testing the 686 chip would turn this thing into a homemade dip."
- **Yohan Egging and Gabriëlla Meÿnckens**, IDG Netherlands

"I didn't foresee a meltdown!"
- **Louise Myerow**, World Expo Corp.

"If you find some marshmallows, we could have a campfire."
- **Simon Salamon**, LINK Resources

IDG World Update

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PCW **program prepares associates for future challenges**

- PAGE 2

Macworld Japan **blends U.S., Japanese characteristics**

- PAGE 4

Bob Farmer devotes fundraising talent to U.S presidential race

- PAGE 6

IDG *World Update*

VOLUME 22, NUMBER 42
OCTOBER 19, 1992

Sumeria readies first issue of *Macworld Interactive*

IDG's newest business unit, Sumeria, officially opened its doors this month and is in the midst of shipping the first installment of its primary product line.

Based in San Francisco and headed by President **Jerry Borrell**, formerly editor-in-chief of *Macworld*, Sumeria publishes *Macworld Interactive*, an interactive, multimedia version of *Macworld* magazine on CD-ROM. Five issues are planned between now and next fall. The base price is $29.95 plus shipping for one volume and $129.95 for a five-issue subscription.

Sumeria will also explore means of distributing *Macworld* other than on CD-ROM. The company also organizes the Technology and Issues conferences, end-user conferences and developer seminars that Borrell initiated at *Macworld*.

Macworld Interactive will have some of the same articles as the magazine but will go into much more depth. "For example, if *Macworld* has an article on upgrading the Mac, it can list specifications and show a drawing or two, but *Macworld Interactive* can also include a QuickTime movie that demonstrates how to install new components," Borrell explained.

All of the editing, post-production and digitization of *Macworld Interactive* will be done in-house. The new dimension of electronic publishing has changed the traditional methods of work for the Sumeria staff. To prepare for his editorial in the first issue, for example, Borrell carried a video camera to interview Macintosh developers.

"A cornerstone of what we're doing is multiple languages, video via

- SEE PAGE 6

Virtual
Chip
Virtual
Matt

Sumeria

The Sumeria team. (Seated) President Jerry Borrell and Events Manager Sandy Butler. (Back, left) Technical Support Specialist Danny Lee, Administrative Assistant Donna Duell, Business Manager Claudia Smuckler and Multimedia Producer Evan Cooper. Electronic Design Specialist Chip Carman and Creative Director Matt Nielsen missed the photo but were not forgotten.

NW announces technical seminar series

In the latest expansion of its array of ancillary products, *Network World* has announced it is launching a series of technical seminars designed to help network professionals keep current on critical networking issues. The first seminar, on local-area network (LAN) security, will be offered in eight major cities around the U.S. starting November 18 in Boston.

"Our readers told us they need more information on specific areas of technology," said **Bill Reinstein**, director of special projects. "Our intensive, locally available, one-day seminars respond to that need by providing a convenient and efficient way for network professionals to keep current on critical networking isue and to make their networks more effective."

The focus on security in the first seminar series reflects the fact that LANs and the information they manage are not only key corporate assets but also provide competitive advantages. "Security is a real hot button for our readers," said Reinstein. "As more users have access to departmental and corporate data, keeping networks secure has become more difficult."

The LAN Security Seminar is designed to help attendees understand the scope of the LAN security problem, assess

- SEE PAGE 6

PCW associates learn publishing from the inside

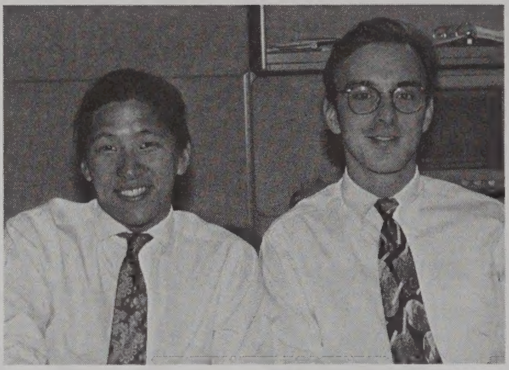
PC World is filling its ranks with graduates from a publisher's training program established last year by *PCW* President **Pat Kenealy**. The year-long management associate program offers individuals interested in a publishing career an intensive opportunity to learn more about the field's disciplines including editorial, research and circulation.

"We're thrilled with the people who have come to us through the program," Kenealy said. "We're looking for bright, enthusiastic people, preferably with some publishing experience, who help us out and in turn gain respect for the research function, the editorial function, and other areas. The salaries are set to be competitive with what the top 10% of Ivy League seniors might earn their first year out of college."

The recruitment period generally runs from March to April and associates begin work in June. The program is open to IDG candidates, though few have applied.

This year's associates, **Tom Hsieh** and **Scott Laughlin**, serve as special assistants to the president and take on a broad array of assignments from Kenealy and various department managers. In 1984, Hsieh left college after two years to turn a passion for snowboarding into a home-based "guerilla publishing" venture. During the next eight years, his modest snowboarding magazine grew into a company that published a trade and a consumer title with a distribution of 65,000 in eight countries.

"This internship has been a real refreshing change from where I was before," Hsieh said. "As an entrepreneur, you really operate in a vacuum and make decisions on your own. Here, there are a lot more experienced people around who I can learn from. I'm finding there's a tremendous amount of research that goes into the design, editorial, and other elements of a publication. It's a more disciplined environment, and that's what I needed."



World Update

1992 associates Tom Hsieh (left) and Scott Laughlin

Hsieh said he's always been fascinated by circulation and is looking forward to gaining more exposure to that function, an area he never had the capital to develop with his own publications.

After graduating from Princeton University with a BA in politics, Laughlin was an associate consultant specializing in financial analysis for MTA-Lexicon, a publishing consulting firm.

At *PC World*, Laughlin sees his role as "supporting the entrepreneurial decisions of upper management. With a magazine to get out every month, it's difficult for department heads to personally follow up the details of a good idea. To confidently take action, however, they need to have a prediction of what's out there waiting to greet their decision. I help make those predictions by analyzing the variables linked to the success of new initiatives."

As for the future, Laughlin said while the business end of publishing interests him the most, he wants to learn more about advertising. "In many ways, a magazine is the hub of a market because it brings people, products and opinions together. Advertising makes the wheel spin."

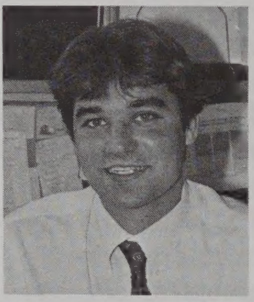
The two graduates of the *PCW* program, **Michael Harwayne** and **Thomas Gewecke**, landed full-time jobs with *PC World* this summer. Harwayne, an account representative in Rochelle Park, N.J., spent much of his internship working on the startup of *MPC World*, recently renamed *Multimedia World*. He conducted market research on the multimedia industry, identified the target audience and served as the liaison with the *PCW* circulation staff.

"It was a luxury that we didn't have regular jobs," Harwayne said. "Our projects spanned all the departments, which was nice, and that's what Pat wanted."

In his current role, Harwayne doesn't have his own territory but works with *PCW*'s East Coast account managers to prospect for new clients. *PCW* previously had hired only experienced account managers, but the company is experimenting with a new position for people who can work with smaller advertisers and be trained in ad sales at the same time. Since Harwayne's experience worked out so well, *PC World* is looking to hire someone for a similar position in the Western regional office.

Harwayne PC World

Research Manager **Thomas Gewecke**, a classmate of Harwayne's at Harvard University, wrote his senior thesis on the political impact of computer bulletin board systems and at *PC World* found himself developing business plans and budgets for PC World On Line.



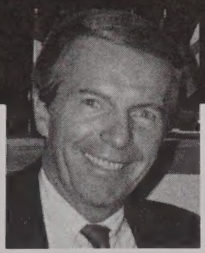
Gewecke World Update

Like the other associates, Gewecke managed a variety of projects, working on ancillary product proposals and competitive market analysis, preparing presentations, developing sales materials and analyzing editorial survey data.

"My job now is very cross-departmental, and the publisher's program prepared me to better understand how a magazine works," Gewecke said. "It's a way to gain specific experience but also retain broad-based exposure that will put a future project in perspective."

On line

ASK BILL



Q What is the IDG policy, in the U.S. and internationally, regarding company cars?

A The policy in the U.S. is not to provide company cars. Outside of the U.S. we often have to adapt to local employment practices, which may mean providing cars for a designated level of management. Tax laws in the U.S. have negated any benefit of company-provided vehicles. The same thing is now taking place in other industrialized countries, and I fully expect company-provided vehicles will become a vestige of the 20th century.

Q For years, IDG had a firm policy that there would be no company credit cards. In your last column, you mentioned IDG is soliciting proposals for corporate cards. Why the change?

A We have always had corporate credit cards for air travel and auto rentals. It is only in the past few years that the fees have come down on corporate American Express, Visa, MasterCard and others to the point where the economics are attractive to companies, more importantly the person to whom they are issued bears some responsibility for payment. In the past, card issuers attempted to hold the company responsible for payment.

The corporate cards enable companies to more effectively monitor overall travel and entertainment costs, which in the case of IDG has become a very significant item.

Q I've been told that when looking at potential investments in publications or other products, you consider something called the "cost of capital." What is that?

A In reviewing proposed acquisitions or new businesses, we have a hurdle rate (i.e., a rate that has to be achieved) that is equivalent to our desired rate of return on equity. Assuming IDG is looking for an 18% rate of return on equity, the discounted after-tax cash flow pro-formas must show that the proposed investment is capable of achieving this hurdle rate.

Q Could you outline a scenario of a typical day spent investing IDG's money? How do you select which investments to make, and what are your short- and long-term goals?

A The IDG investment portfolio of marketable securities commands a good deal of attention in that it is a substantial portion of total assets.

In managing the portfolio I have one basic tenet: "maximize yield/minimize risk." I have an investment policy that is more or less a roadmap as to what investments will be made, average maturity, investment grade, and percentage allocation of funds over varying investments.

On the research side I have access to information from all of the major investment banking firms in addition to on-line access into all of the advisory services as well as the trading desk of one of the major investment banking firms. For trading I use Goldman Sachs and Merrill Lynch because they participate in virtually every fixed income offering that comes to market and they are major market makers should there be a need to sell in the aftermarket.

The major portion of the portfolio is invested short term, meaning one year or less. These investments are in overnight investment funds, CDs (mostly short term deposits of our foreign subsidiaries), variable rate tax-exempt securities, adjustable rate U.S. Government agency funds, remarketable preferred stocks, and treasury bills. Since some of these are tax advantaged, the mix of investments is determined by evaluating the highest pre-tax equivalent yield (assuming they are all of the same investment grade). The portion of the portfolio invested beyond one year is in U.S. Treasury notes, tax-exempt municipal bonds, a partially hedged global bond fund and a smattering of equities.

In summary, the goal is to achieve the highest yield commensurate with safety of principal while at the same time staggering maturities in order to provide current liquidity for corporate needs.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Submit your questions to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

☐ **Pat Kenealy**
President, PC World

☐ **Paco Zabala**
General Manager, IDG Spain

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Spotlight

Early efforts translate into success for *Macworld Japan*

"Committing to start a monthly magazine in Japan with only a staff of five and four monthly competitors was a little like diving off the cliff and hoping you hit the water, not the rocks." With those words, Macworld Japan President and Publisher **David Ushijima** reflected on the atmosphere in April 1991, when the staff was preparing the June '91 debut issue. "Fortunately, we hit water," Ushijima recalled.

In Japan, where a labor shortage makes recruiting talented people one of the main problems facing every company, the members of the core team—Associate Editor **Toshihiro Nishihara**, Ad Sales Manager **Junichi Sasaki**, Accountant **Bonnie Shishido**, Assistant to the President **Izumi Okamoto** and Ushijima—believed they could launch a world-class magazine that would attract not only readers and advertisers but quality staff.

With a little luck and the Mac's growing popularity in Japan, that staff was able to time the publication's debut with Apple's successful entry into the Japanese business market. "By helping to sell, promote, and launch the first Macworld Expo/Tokyo show in February 1991, we gained quick recognition, visibility and a positive anticipation on the part of readers and advertisers," Ushijima said.

This year's successful Macworld Expo/Tokyo event again boosted *Macworld Japan*'s reputation, resulting in increased circulation, new advertising contracts and profits from the show directory and conference.

Ushijima, a U.S. citizen who was involved with the start-up of *Macworld* in the U.S and left his post as executive editor to manage the start-up in Japan, said the *Macworld Japan* office environment is a blend of Japanese and American styles. In terms of space the office is very Japanese and is relatively small by U.S. standards without inner walls or partitions, making it easy to communicate. Unlike most Japanese offices, everyone uses a networked Macintosh.

IDG World Update photos

(Seated, from left) Izumi Okamoto, Bonnie Shishido, Yasuyo Ishizuka. (Back, left) Yumiko Kurahashi, Osamu Honma, Mayumi Oyamada, Akiko Fujikawa, Yutaka Shinmi, David Ushijima, Chizuru Kaneko, Toshiro Nishihara.

Compared with most Japanese companies, the *Macworld Japan* team is young and highly creative.

"The staff is independent and willing to try new ideas, not typical of many more established Japanese corporations," Ushijima said. "In other ways the staff is very Japanese in their dedication to hard work and pursuit of excellence. The editorial and production staff has spent countless late nights creating the magazine. Their efforts are now paying off in a reputation for delivering high quality editorial and design. As a result, we are doing an excellent job at attracting new readers."

Circulation is now at 50,000, of which 40,000 is bookstore sales and 10,000 subscription. Its initial circulation was 30,000, of which 5,000 were subscriptions. While the subscription rate may appear low, it is high compared with other computer magazines in Japan, as subscribing to any kind of magazine is not common.

The sales team is equally dedicated to hard work and high standards and as a result, 1992's revenues are more than triple last year's.

WHO'S WHO

President and Publisher **David Ushijima** studied electrical enginnering and computer science at the University of California/Berkeley. He's been involved with the PC industry since 1975, when he worked for IMSAI, a pioneering personal computer manufacturer. He entered the publishing field in 1981, working with David Bunnell and Adam Osborne, and helped start *Macworld* U.S. in 1985. Ushijima enjoys skiing, golf, jazz and spending time with his family, although he has a difficult time trying to keep his two young sons from erasing his hard disk.

An English linguistics major in college, Senior Editor **Osamu Honma**'s responsibilities include editorial planning and shaping the direction of *Macworld Japan* in cooperation with Ushijima. He learned about PC technology through his earlier work at a music magazine publishing firm and a company called Softbank, a major software distributor and computer magazine publisher. Honma lives in a distant Tokyo suburb with a dog and three cats and has many interests including rock-music, tennis, bicycling and sampling ethnic foods.

Associate Editor/Reviews **Yasuyo Ishizuka** previously worked for a rival computer magazine for six years before joining IDG. She studied biology in college and enjoys working with computers

- SEE PAGE 5

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 18, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

CIRCULATION MANAGER (LPC/PCW)

Candidate will manage all aspects of fulfillment, as well as be responsible for direct marketing efforts for three or more newsletters. Individual should have working knowledge of Neodata reports and systems, as well as postal regulations. This position requires attention to detail and the ability to manage many projects at once. Spreadsheet knowledge on IBM PC necessary. At least two years experience in fulfillment required.

PRODUCTION MANAGER (LPC/PCW)

Responsibilities in this position include laying out and producing several newsletters, maintaining relationships with service bureau, printer and other vendors as well as performing Macintosh system and network maintenance. Ideal candidate must have extensive typesetting experience with Quark Express (Mac.) a solid knowledge of Adobe Photoshop and some graphic design experience. Experience with Windows and Lotus Notes a plus.

ASSOCIATE ANALYST (IDC)

IDC's PC Hardware Program seeks an Associate Analyst in the company's Framingham, MA office to cover the PC systems market. This fast-paced, entry-level position requires a self-motivated individual with strong research, writing, interpersonal and analytical skills as well as literacy with spreadsheet, database and word-processing software. A comprehensive knowledge of the PC systems market is also required. The associate analyst will write for a weekly news / analysis newsletter, answer client inquiries, undertake competitive analysis and conduct primary research for reports and bulletins.

MARKETING SERVICES / TRADE SHOW MANAGER (FCW)

Federal Computer Week, the only newspaper extensively serving the federal systems community, has an opening in its busy marketing department. The selected individual will represent the paper at major trade shows and coordinate all special events and conferences. Other responsibilities will include coordination and production of marketing materials, assisting marketing manager with promotional campaigns and maintaining comprehensive mailing lists. Three to five years marketing services / trade show experience preferred.

ACCOUNT REPRESENTATIVE (PCW)

To assist Account Managers in PC World's Midwest region, predominantly by telephone, in prospecting for and servicing new running accounts. Must have telemarketing sales experience. A working knowledge of PCs, PC products and the marketplace. Excellent written and verbal communications skills and a high degree of organization is required.

EDITORIAL ASSISTANT (IMI)

IMI Publish is seeking an Assistant Editor for new products and product reviews. Should have writing and/or editing experience and some familiarity with electronic publishing, especially PC and Windows. Design experience is helpful.

ASSISTANT EDITOR / LAB PROJECT LEADER (MAC)

Ideal candidate will research and construct test scripts for lab-based articles as assigned. Individual will also perform compatibility and performance tests on Macintosh hardware and software for features and review section of the magazine. In this position, the individual will provide analysis and test reports on assigned projects. Ideal candidate is also to supervise testers as needed and work with vendors. Several times a year the assistant editor will write lab notes and do technical reads on articles. Qualified applicants will possess a Bachelor's Degree in Computer Science, Electrical Engineering or equivalent experience and thorough knowledge of Macintosh hardware and software. Basic familiarity with the editorial process and writing and editing skills commensurate with responsibilities are required.

ACCOUNT EXECUTIVE (CWPI)

This individual will be responsible for achieving advertising sales goals in the western territory for all product classified advertising. Previous classified ad sales experience with knowledge of how corporate America makes purchasing decisions involving entire range of IS systems, software and services for large, medium and small scale companies is preferred. Position based in Framingham, MA.

Job Opportunities

Revised: October 18, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Travel Manager	Framingham, MA	G. Lodge	(603)924-0392
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
LPC/PCW	Production Manager	Cambridge, MA	J. Smith	(617)225-6817
LPC/PCW	Circulation Manager	Cambridge, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
MPC/PCW	Western Ad. Manager	*PC World,* San Francisco, CA	J. Epstein	(415)267-1772
NWW	Vice President of Circulation	Framingham, MA	S. Perry	(508)935-4407
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	NO PHONE CALLS
IDC	Associate Analyst	Framingham, MA	B. Stephen	(508)935-4269
IDC	Senior Analyst, PC Software	Framingham, MA/Mountain View, CA	J. Gantz	(508)935-4224
IDC	Research Assistant--Part Time	Framingham, MA	B. Clarke	(508)935-4765
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Part Time Human Resources Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
CIO	Sr. Marketing Promotion Specialist	Framingham, MA	G. Lodge	(603)924-0392
FCW	Mktg Svcs/Trade Show Mgr	*Federal Comp. Week,* Fall Church, VA	L. Kirchoff	(703)876-5100
FCW	Circulation Coordinator	*Federal Comp. Week,* Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Account Representative	*PCWorld,* Midwest	J. Edman	(415)978-3250
PCW	Senior Design Associate	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Circulation Assistant	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	East Coast Editor	*PCWorld,* Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Editorial Assistant	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
MAC	Associate Editor, Features	*Macworld,* San Francisco, CA	C. England	(415)978-3242
MAC	Editorial Assistant	*Macworld,* San Francisco, CA	L. Giglione	(415)978-3272
CWPI	Account Executive	*CWPI,* Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Associate Editor	*GamePro,* Redwood City, CA	John Sauer	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

Macworld Japan

- FROM PAGE 4

because they remind her of the workings of the human brain. Reading science fiction, watching movies and eating delicious food are among her hobbies.

Associate Editor/Systems in Business **Toshiro Nishihara** is particularly interested in marketing issues related to publishing, research and the convention business. He studied Western history in college and enjoys watching U.S. and Japanese movies from the 1940s and '50s and playing the classical guitar.

An English major from the College of Foreign Studies, Associate Editor/Features **Hiroko Kusakabe** set up networking and desktop publishing systems for two British securities firms before joining *Macworld Japan*. In addition to features, she edits the Art Beat and Desktop Critic sections. Kusakabe owns a rabbit named Spike and a cat named Calvin Coolidge, and says someday she hope to have many more cats, all named after U.S. presidents.

Kusakabe

Assistant Editor **Chizuru Kaneko** handles the Information, QuickTips and Insights sections of the magazine and is a big fan of QuickTime movies. Outside the office she enjoys spy novels by Fredrick Forsyth, watching baseball, and listening to music by Rod Stewart, Sting and Queen.

Newly appointed Assistant Editor **Tomoko Hosoe** edits several columns and writes short articles on a variety of topics. She studied computer science in junior college and later attended Indiana University, where she earned a master's degree in public management. She learned horseback riding while in Indiana and is trying to make the most of the limited opportunities to pursue it in Tokyo.

Production Manager **Mayumi Oyamada** has a nutritionist license and worked for an employment information service company before joining IDG. She lives in Yokohama and likes walking, watching movies that others don't find popular, and "man watching."

Assistant to the President **Izumi Okamoto** is responsible for publishing support, interpretation and translation, and coordinating U.S. speakers for Macworld Expo/Tokyo. A native of Osaka, she studied sociology in college as well as English in the U.S. and simultaneous interpretation at a leading Japanese institute. She worked with a software conversion team at Fujitsu before joining IDG and enjoys good European movies, Italian opera and cooking.

Administrative Assistant and Accountant **Bonnie Shishido**, born in the U.S., worked for several companies in the San Francisco area, including MCA-Universal Pictures, before coming to Japan. She studied biology at the University of California/Santa Cruz and German at the Geothe Institute/Stuttgart Extension. Her interests include the historical development of languages and cultures, playing classical piano and flute, and singing.

A psychology major in college, Ad Sales Manager **Junichi Sasaki** has worked at IDG Japan for seven years. Married with two children, his interests include driving his car and camping.

Sasaki

Circulation Sales Manager **Yutaka Shinmi** worked as an ad salesman at several publishing companies before he came to IDG. He studied economics in college and enjoys golf in his spare time.

Assistant Ad Sales Manager **Akiko Fujikawa** primarily handles ad production coordination. An art major in college, she worked in the hotel and apparel trades and at an ad agency before joining IDG. She makes time for fitness and listening to music, especially Eric Clapton.

An outside firm, Visual Language, under the direction of creative director Ichiro Miyagawa, manages *Macworld Japan*'s design. The firm is particularly renown for its striking cover art.

Calendar 1 2 3

- **OCTOBER 29-31**
  MACWORLD Expo/New Zealand
  Ellerslie Function Centre
  Auckland, New Zealand

- **NOVEMBER 3-5**
  EuroComNet/Amsterdam
  RAI Exhibition Center
  Amsterdam, The Netherlands

- **NOVEMBER 5-9**
  Hi-Tech '92 Ankara
  Ataturk Cultural Center
  Ankara, Turkey

- **NOVEMBER 10-12**
  Publish '92
  Darling Harbour Exhibition Center
  Sydney, Australia

- **NOVEMBER 11-14**
  IDG Worldwide Managers Meeting
  Ritz-Carlton Mauna Lani
  Kona, Hawaii

- **NOVEMBER 12-14**
  MACWORLD Expo/Asia
  Hong Kong Convention
  and Exhibition Center
  Hong Kong

- **NOVEMBER 12-14**
  MACWORLD Expo/Australia
  Darling Harbour Exhibition Centre
  Sydney, Australia

- **NOVEMBER 16-17**
  SunWorld Expo/Wiesbaden
  Rhein Mein Hallen
  Wiesbaden, Germany

- **NOVEMBER 24**
  Networking Conference
  IDC Switzerland
  Zurich, Switzerland

IDG exec applies fundraising talent to presidential campaign

Earlier this year, IDG Vice Chairman **Bob Farmer** took a leave of absence from IDG to serve as treasurer of Arkansas Governor Bill Clinton's campaign for U.S. president.

An extraordinarily successful fundraiser for the Democratic Party for many years, this is Farmer's third presidential campaign in which he's served as treasurer. He estimates that over the years he's met with more than 2,500 people one-on-one in 30 states asking them for financial contributions or to raise money themselves for Democratic causes.

"Most people feel that being involved in a Presidential campaign is very important, but in order to be motivated they need to be connected to the campaign," Farmer said. "I try to facilitate that effort through regular contact and by making sure their work is recognized and appreciated by the campaign."

While he says there's no single secret to being a successful fundraiser, "motivating people, showing respect, and just plain hard work" are important ingredients.

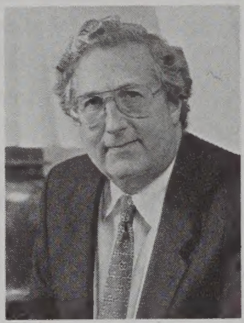
ON THE ROAD

Farmer's schedule often has him traveling to as many as six states in five days and working the phones diligently. A typical day might include having a series of one-on-one meetings with prospective contributors, holding a private luncheon or dinner, and meeting with a state's finance committee to give them a campaign update and tips on fundraising.

According to Farmer, New York and California are the traditional money-raising states in addition to the candidate's home state. Arkansas has raised $3.5 million for Clinton, though the population is only 2.5 million. On a per capita basis, Massachusetts ranks second in fundraising to Arkansas.

Farmer first came to know Clinton through their work with the Democratic Governors Association in the mid-1980s, and their relationship developed further during the Dukakis campaign, and later, when Clinton was elected the association's chairman.

"I quickly became very impressed with his political instincts, his charisma and intellect and grew to like and respect him as a person," Farmer recalled. "I always felt that more than anyone else Bill Clinton had thought about why he wanted to be president and what he would do if elected. That, believe it or not, is very rare among many of our recent presidential candidates."



Farmer

IDG

In the area of technology policy, Clinton and his vice presidential running mate, Tennessee Senator Al Gore, have developed a strategy based on providing incentives to U.S. companies to develop new technology, Farmer said.

"If elected, they intend to expand federal technology programs which provide grants and contracts to U.S. companies and consortia for development of generic technologies," he explained. "But in a broader sense, they intend to position the U.S. in such a way that we once again become the economic locomotive that drives the world economy."

Specific elements of the plan include the following: shifting funding from defense technology programs to civilian technology programs; providing funding to develop and demonstrate the networking technology needed for a national, high-speed, fiber-optic telecommunications network; and expanding efforts to develop environmental technologies, an area in which Japan has excelled.

"My impression is that in the event of a November victory, many of the best and brightest people serving in a Clinton-Gore administration will be focusing on making these things happen. This would be a big boon to the IT industry," Farmer said.

Sumeria

- FROM PAGE 1

QuickTime and graphics. We're striving to be visually-oriented," Borrell said.

The first issue will be in English and Kanji (Japanese), and other languages will be added to future issues. *Macworld Japan*'s competitors have published a disc version of their magazine, and the *MW Japan* staff anticipates that marketing *Macworld Interactive* will cut into their rival's sales. *Australian Macworld* also plans to market the CD, and Borrell is working on similar arrangements with several IDG offices in Europe.

The roots for Sumeria began two years ago when *Macworld* published a prototype *Macworld Interactive*, the first electronic version of a Mac-based magazine. Late this summer, Sumeria launched its first product, "QuickTime: The CD," a diverse collection of winning movies from the first QuickTime Conference and Film Festival the company organized in San Francisco in May.

Asked about the origins of the company's name, Borrell said it "reflects the era of change and creativity represented in the culture of Sumer, which gave Western civilization its first written language. Sumeria refers to what we hope will be seminal work in developing electronic publications."

Sumeria is located at 329 Bryant Street, Suite 3D, San Francisco, CA 94107, phone: 415-904-0800, fax: 415-904-0888.

Seminars

- FROM PAGE 1

their own networks' liability, determine ways to overcome and prevent security problems, and develop a security policy.

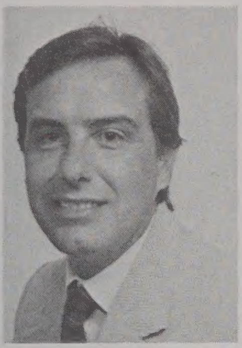
David Stang, founder and director of research for the International Computer Security Associate and a recognized authority on LAN security, will use practical, hands-on exercises during the interactive presentation.

The $350 registration fee for the LAN seminar includes a 300-page guide to computer security as well as lunch, refreshments and a post-seminar reception.

Noteworthy !

TRANSFERS

Paul Boule, president of A+ Publishing, Inc., named **William Kennedy** editor in chief. Kennedy will head the editorial staffs of both *inCider/A+* and *PCGames*. Kennedy began his tenure with IDG in 1987 as technical editor with *inCider*. Since 1989 Kennedy had been features editor of *SunWorld*. He earned a doctorate in biochemistry and biophysics from Loyola University in Chicago in 1980 and has published numerous articles in scientific journals, magazines and books in the U.S. and abroad.


Kennedy
A+ Publishing

"It's great to be back, " Kennedy said. "The Apple home and education markets are very exciting places to be right now. And our only immediate challenge with *PCGames* is to broaden its already bedrock status as the No. 1 resource in the PC entertainment market."

■ ■ ■

Robert Carrigan has transfered to *PC World* as publisher, special projects, from his position as eastern sales manager at *Digital News*. He will serve as publisher of *PC World*'s Management Buyer's Guide to Windows. He graduated from Boston University School of Management and also completed the Radcliffe Publishing Procedures Course in Cambridge, Mass. He enjoys playing the banjo.

NEW EMPLOYEES

Rick Tears has signed on at *SunWorld* as midwest regional manager. He studied engineering at the University of Texas and economics and marketing at the University of Dallas. Tears enjoys racing sailboats in his free time and has won several national and regional sailing titles.

■ ■ ■

Kristin Jarrett has joined Information Strategies Group as research analyst. She received a BA in social relations/social psychology from Lehigh University in Bethlehem, Pa., and in January will receive an MA in international communication with a concentration in Soviet studies from the American University's School of International Service in Washington, D.C. Jarrett comes to IDG from St. Petersburg, Russia, where she was studying at Leningrad State Technical University.

■ ■ ■

Freeman Bradley joins IDC as account executive responsible for sales in northern California. He was most recently marketing representative at GRiD Systems Corp. responsible for sales of pen-based computers and notebook PCs in northern California. Bradley received a BS in business administration with an emphasis in marketing from Long Beach State University in Long Beach, Calif., and enjoys golf and other sports.

Addressbook Changes

IDC Scandinavia
Jagtvej 169B
DK-2100
Copenhagen
Denmark

Phone and fax numbers are unchanged.

IDG's Chicago area regional office, formerly located in Rosemont, IL, has moved to:

IDG Communications
1011 East Touhy Ave., #500
Des Plaines, IL 60018

Phone and fax numbers are unchanged.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the fourth week in October. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS

David Moschella - IDC

ELEVEN YEARS

Lucienne Bosser - IDG France

NINE YEARS

Karin Wirth - WEC Germany

EIGHT YEARS

Nadine Gogibus - IDG France
Donald Bellomy - IDC

SIX YEARS

June Wallach - LINK Resources
Karen Timons - IDC
Susan Gannon - TISC

FIVE YEARS

Cheryl England - *Macworld*
Lewis McCreary - *CIO*
Beth-Ann Hill - IDG
Jill Greer - *Computerworld*

FOUR YEARS

Mike Goldstein - ISG
Kathleen Collins - IDC

THREE YEARS

Karen Rokkedahl - IDG Danmark
Gary Silverstein - *Macworld*
Nancy Bryson - *CIO*

TWO YEARS

Rose Molnar - IDG France
Leigh Buchanan - *CIO*
Ken Kaplan - *Federal Computer Week*
Carol Leonard - *Network World*
Daniel Gentile - *Network World*

ONE YEAR

Denise Sullivan - ISG
Gabriela Fernandez Díaz - IDG Argentina
Alexandra Levrault - IDG France
Steven Pelosi - IDG

Do-er's profile

Jean Paitel

•**HOME:** Le Blanc Mesnil, France

•**PROFESSION:** Circulation Manager, IDG France

•**JOINED IDG:** September 1986

•**BEST PART OF YOUR JOB?** Its dynamism. There are never the same solutions to problems; I must always innovate.

•**MOST CHALLENGING PART OF YOUR JOB?** Always increasing the paid subscriptions for every magazine, the renewal subscriptions and the newsstand sales.

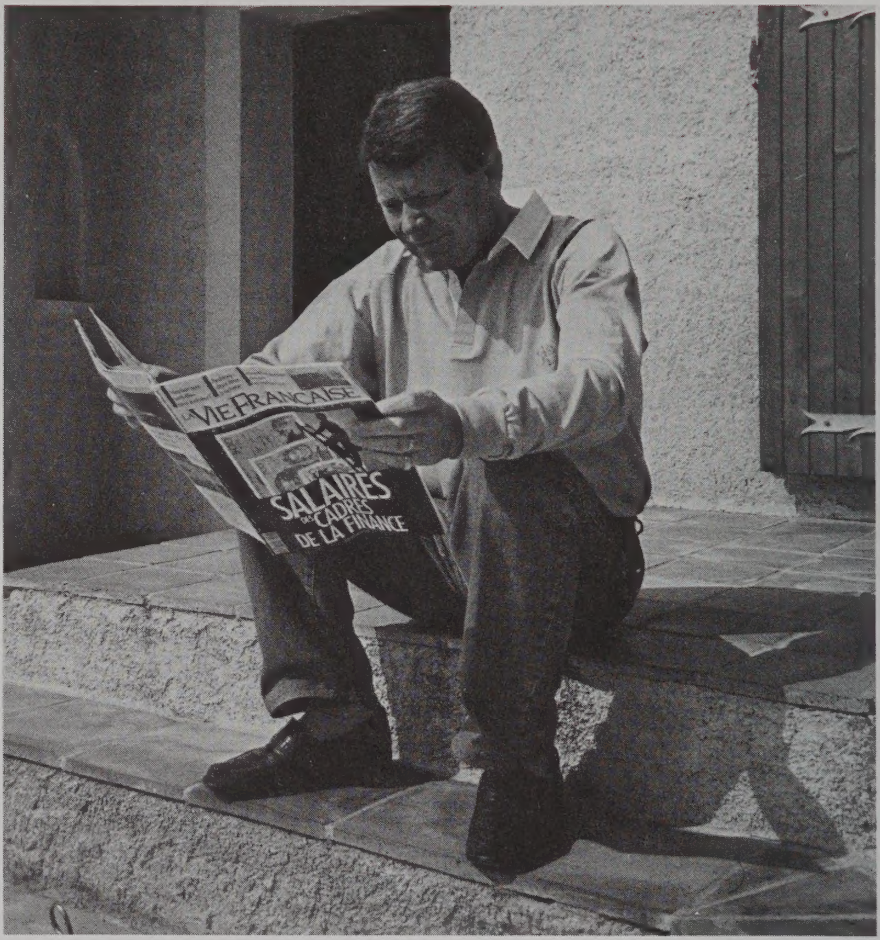
•**OUTSIDE INTERESTS:** Traveling, reading publications on economics, and playing a variety of sports to keep fit, including tennis.

•**FAVORITE VACATION:** I alternate between France, which is a very nice country, and other countries. Traveling outside one's country permits you to have an open-minded view of the world.

•**CELEBRITY YOU'D MOST LIKE TO MEET:** Alain Prost, a Formula 1 race car driver, although a ride with him would certainly frighten me!

•**FAVORITE FOOD:** Seafood

•**PERSON YOU MOST ADMIRE:** Sister Teresa, who devotes her life to caring for children in the Third World.


LA VIE FRANÇAISE
SALAIRES DES CADRES DE LA FINANCE

IDG France

•**WORDS TO LIVE BY:** Respect one another

•**FAVORITE MUSIC:** New Orleans-style jazz and country music

•**ONE PROFESSION YOU'D WORK IN TOMORROW:** Buy a restaurant and be the chef.

•**MANAGER'S PROFILE:** "Jean's background in the post office (25 years) brought experience and maturity to IDG France in this very essential area of magazine circulation. He is still very enthusiastic and always has new ideas and tips to improve the circulation and distribution results."

IDG World Update

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Rob Garretson

CONTRIBUTING EDITORS
David Bromley Sharon Baker

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

***Computerworld* garners two major design awards**
- PAGE 2

***Network World's* Colin Ungaro goes On line**
- PAGE 3

International colleagues convene at Frankfurt book fair
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 43 **OCTOBER 26, 1992**

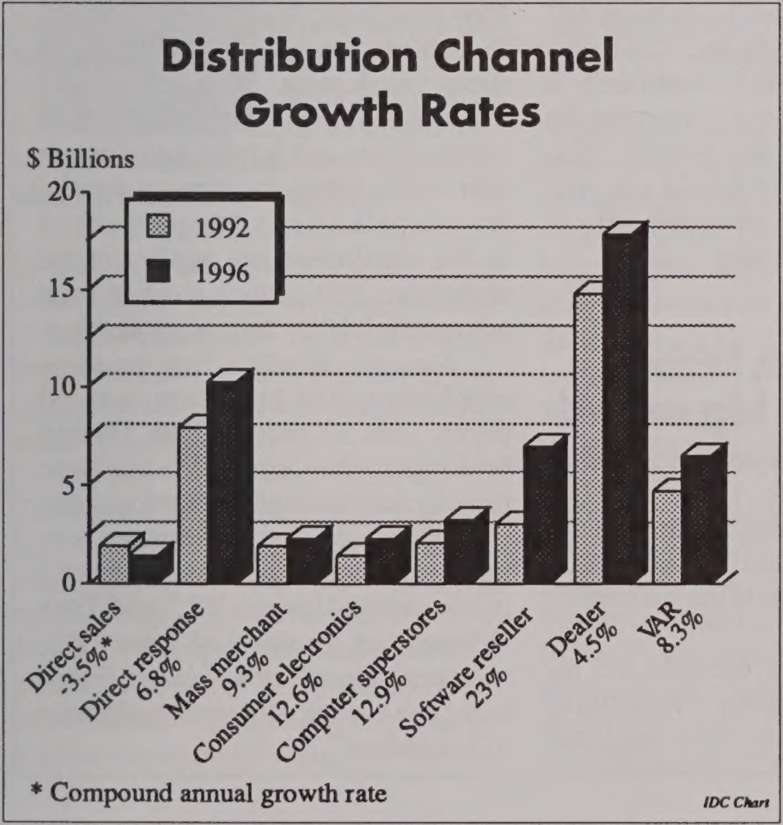
MSD presents in-depth distribution channels study

IDG's Marketing Services Division (MSD) took to the road last week to present the findings of its most recent industry survey. "Buying IT in the '90s: The Channels," produced in association with the market research firm IntelliQuest, is the most comprehensive independent study ever on the distribution channels for computer products.

"The Channels" is the third segment of an ongoing, in-depth analysis of the buying process for high-technology products. The first two segments showed who influenced the decision to buy computer hardware and software both departmentwide and enterprisewide and how they make their buying decisions. The third segment addresses one of the most difficult issues faced by computer marketers: where customers purchase IT equipment and what they expect from the channels they choose.

"The research shows that articles and advertising in computer publications is the best way to build brand awareness, and that brand awareness is the most effective way to increase consideration of the

- SEE PAGE 5



Distribution Channel Growth Rates

* Compound annual growth rate

IDC Chart

Jim Povec named CEO of World Expo

Bid *sayonara* by colleagues and clients in a memorable ceremony that drew on an ancient Japanese rite, IDG Japan President **Jim Povec** departed Tokyo for Framingham earlier this month to take on his new responsibilities as CEO of World Expo Corp.

IDG Japan

Povec

"IDG views the World Expo Corp. as a major source of future growth," said IDG President **Walter Boyd.** "We are delighted that the timing worked out so well to have a man of Jim Povec's talents available to add the extra firepower that will be needed to meet the very aggressive plans for WEC over the next couple of years.

"Jim brings to the group his extensive management background and, of course, his knowledge of the publishing group, which will be very important in the development of future expos and conferences with the support of our worldwide network of information technology pub-

- SEE PAGE 5

In brief

CW wins design awards

Computerworld recently added two prestigious design awards to its growing collection.

Computerworld's 25th Anniversary Edition won a Gold Ozzie Award, the highest design award given by Magazine Design and Production, in the category of Best Special or Single Issue Design/Tabloid or Business Newspaper. The special issue, which appeared in June, also won an honorable mention for Best Cover. The cover design of "Adventures in the New Europe," a *Computerworld* special report produced in August 1991, won an award from Print's Regional Design Annual 1992.

COMPUTERWORLD
25

The 25th Anniversary Edition featured profiles of 25 of the most important people in the history of computing. The issue was produced almost entirely by the *Computerworld* staff, as editors fanned out across the U.S. and Europe to interview such industry legends as Tom Watson, Jr., Bill Gates, Ken Olsen and Mitch Kapor.

The issue was designed by Design Director **Nancy Kowal**, co-edited by Executive Editor **Paul Gillin** and National Correspondent **Mitch Betts**, and produced by Managing Editor **Joyce Chutchian**. Photographer **Alan Levenson** shot many of the photos.

COMPUTERWORLD
Adventures
In The
New Europe

"Adventures in the New Europe" dealt with the challenges U.S. companies face in trying to plan and manage communications and information systems for European operations. CW Senior Editors **Elizabeth Horwitt**, **Ellis Booker** and **Michael Alexander** crisscrossed Europe, visiting European and U.S. companies and industry experts.

The report was designed by **Kowal** and edited by Features Editor **Joanne Kelleher**. **Joyce Chutchian, now a senior editor for features**, was chief copy editor, and Senior Editor **Rose Cafasso** and Assistant Editor **Jodie Naze** provided supplemental research and reporting.

IDG News Service to sponsor newsroom at Comdex Fall

The IDG News Service will sponsor a working newsroom at Comdex Fall exhibition in Las Vegas November 16-19. The IDG International Newsroom will give IDG journalists a convenient place to write stories, make phone calls, or just have a cup of coffee and relax.

The newsroom will be set up in Meeting Room 11 on the second floor of the Riviera Hotel, which is directly across from the Convention Center complex on the Strip (Las Vegas Blvd.). The room will be equipped with telephones, PCs (complete with BusinessTalk software), a printer, a fax and an extra phone line for plugging in modems and portable PCs. The facility will be open from 8 a.m. to 6 p.m. Monday through Wednesday and from 8 a.m. to noon on Thursday.

IDG Norway's Unix-Expo draws big crowd

IDG Norway's exposition and conference group, IT-Expo AS, successfully concluded its second major exhibition in September. The first Unix-Expo was classified as a sub-exhibition of the main show, Kontor og Data '92.

The primary show drew 44,645 attendees, surpassing Norway's highest previous attendance figures for a computer exhibition by 8,000 visitors.

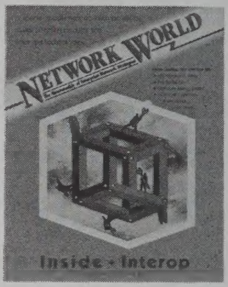
According to IT-Expo Managing Director **Hans-Arne Jacobsen**, 17,000 to 19,000 visitors toured Unix-Expo itself and snapped up all copies of the special show edition of *Unix-World.*

"There was a lot of preparatory work for both the exhibitors and the organizers," Jacobsen said. "However, the team spirit and enthusiasm in connection with this first Unix-Expo has been a special experience. You could see managing directors side-by-side with booth-riggers, working for that final finish."

Jacobsen plans to produce Unix-Expo '93, scheduled for Sept. 14-16 at the Oslo Specktrum, as an independent exhibition with even better qualified visitors.

NW debuts first pre-show supplement

Network World has come up with a new twist to show issues. Part of their new tactic is to publish a pre-show supplement that is tied to an upcoming event and is published three or four weeks before the show. Advertisers get a package rate if they buy one ad in the supplement and another in the show issue. Full-, junior, and half-page ads are eligible for the special package.

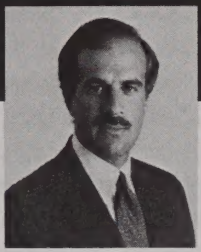


Network World's first preshow supplement, tied to Interop, was 60 pages, with 30 pages of ads. Overall bookings for the October 26 show issue roughly doubled from the previous year.

"Our main accomplishment is to have won the dominant position among publications at Interop '92," said **Tom Wilson**, vice president of sales. "Advertisers have selected *Network World* as the pub of choice for reaching Interop '92 attendees."

On line

ASK COLIN



Every other week, "On line" features selected guest columnists. This week, Network World *President and Publisher Colin Ungaro takes a turn.*

Q What is the mission of *Network World*? What are you doing to fulfill that mission?

A *NW*'s mission is to be the most useful publication for the professionals who design, build, and manage their organization's networks, and, as a result, provide the most value to our advertisers. By providing a vital, quality editorial product, you deliver the types of readers—with the greatest buying power and purchase-decision authority—that advertisers need to reach.

We fulfill this mission each week when we publish the industry's No. 1 publication, covering the enterprise networking topics of vital interest to our readers. These topics include news and product coverage ranging from local-area networks to wide-area networks and the applications that make them run.

In addition, we consider ourselves an advocate for the networking industry. What this essentially means is that we bring users and vendors together in non-traditional ways to further enhance buyer/seller relationships.

The newest and perhaps most noteworthy of these programs is NetACCESS, a value-added "interactive" marketing partnership for advertisers. With NetACCESS, advertisers can place demonstration copies of their products on our electronic bulletin board system that users can download for a test run. This not only provides a service to users but offers highly qualified leads to advertisers. These leads can include not only names and addresses, but in the future, profiles showing intent to buy, number of sites a reader buys for, and the configuration of his or her network, all invaluable information. We also hold several awards functions each year which help unite users and vendors, and reward them for excellence. The newest of these awards, which we expect to become the most coveted in the industry, is our Enterprise Technology Awards (ETA), which will be presented during Interop '92 in 32 product categories ranging from LANs to network applications.

Q What ancillary products have *NW* launched in the last few months, and how do these fit into your organizational strategy?

A "Special Projects" is our newest area of growth. Interestingly, it all started when a reader recently called with an idea for a network clip art package. Essentially it provides network professionals with an easy-to-use tool to better graphically depict their networks. That product filled a real need in the market, so we decided to give it a try and launched it as NetDraw just about four months ago. Since then, we have sold well over 1,000 copies of the product (available in Mac, DOS and Windows versions), with revenues of some $100,000.

Meanwhile, through our Special Projects department, we expect to increase the revenue we get from readers in other ways as well. We have most recently introduced NetText (*NW* in diskette form and on-line) and the *Network World* Technical Seminar Series, which kicks off next month on the topic of LAN security. During fiscal 1993 we also expect to introduce books—together with IDG Books—and newsletters.

While our special projects effort will contribute a great deal to *NW*'s revenue, it's important to keep in mind that these products are only successful because they help us fulfill our mission of being the most useful to our readers. They also enhance the flagship publication by addressing their growing informational requirements.

Q During the last few months *NW*'s revenues have risen dramatically. To what do you attribute this?

A Many things. Most importantly, though, a team (from editorial to sales) that completely understands the needs of our customers and who are committed to fulfilling our mission and our goals. These attributes have led to big wins in three recent independent readership studies, giving us an advantage in the marketplace. It has also allowed us to broaden our base of support.

While most of our competition has experienced a drop in the number of advertisers supporting them, *NW* has broadened its support base by essentially preaching the "network gospel" to vendors who are just now understanding the importance of reaching the networking professional.

As a result, we have increased our advertising in the software, computer and peripheral areas, and we expect this trend to continue. Our sales efforts have been focused on doing just that.

Q Where do you see the future growth of *NW* coming from?

A As hinted at above, as networking becomes the applications platform of the '90s, we expect to increase the number of advertising pages we get from applications software vendors. In addition, in order to serve individual segments of the market better, we expect to offer demographic editions of *Network World* that will have additional editorial on a particular subject to better serve the reader and to offer greater market options to the advertisers.

Of great excitement is our first demographic edition, called *LAN World*, which is scheduled to be test launched next month. Aimed at 60,000 of our 150,000 readers who plan to buy LANs over the next year, *LW* gives advertisers the ability to use *Network World* just for their LAN product offerings and as an entree to our full circulation as their product lines grow.

IDG Books displays titles at global book fair

For the second consecutive year, IDG Books exhibited its wares at the largest international event in the book publishing world, Germany's Frankfurt Book Fair. From Sept. 30 through Oct. 5, IDG Books Vice President/Marketing and International Sales **Brandon Nordin** and Foreign and Subsidiary Rights Manager **Marc Mikulich** met with publishers and distributors from Europe, Asia and the Americas, including several IDG business units working with IDG Books in their markets.

Windows Secrets and *DOS for Dummies* have put IDG books on the world map, with more than 30 foreign editions and list-topping sales throughout the English-speaking world. Not surprisingly, subsequent titles in the *Secrets* and *...for Dummies* series were being snapped up by foreign publishers in Frankfurt eager to replicate these successes in their own markets. Cooperation between these publishers and the local IDG magazines is an important part of the strategy for success.

IDG Books

Representatives of IDG Books and Grupo Noriega celebrate the arrival of the first Spanish-language editions of IDG Books' best-selling titles. (From left): Marc Mikulich, Brandon Nordin, Juan Orraca and Miguel Noriega.

Mexican-based Grup Noriega Editores' Spanish edition of *DOS for Dummies* was one of a half-dozen "IDG/Megabyte" editions they debuted at the fair. Each book carries subscription information for various Spanish-language IDG magazines. A half-dozen more "IDG/Megabyte" releases are slated for release in 1992, and Grup Noriega plans to publish 24 such editions in 1993.

IDG Czechoslovakia's **Vladimir Tichy** and **Eva Jedlicková** came to Frankfurt and left with the Czech rights to the *...for Dummies* book series. Gennex, IDG Czechoslovakia's book publishing house, will publish the books; *PC World* and *Computerworld Czechoslovakia* will advertise them.

IDG Switzerland's **Gebhard Osterwalder** met with Gregory Zäch of Midas Verlag, a Swiss firm that recently published the German edition of *Macworld Guide to System 7* and will soon folow with *Macworld Complete Mac Handbook.* Ads for the books in *Macworld Schweiz* have attracted considerable advance interest from readers, and the magazine is cooperating in the sales of books through these ads.

Nina Deneva and **Evelina Kachakova** of IDG Bulgaria, and **Lennart Zetterström** of IDG Sweden were also present. Each unit has book operations that are publishing *Windows Secrets* later this year. The Bulgarians have also signed *DOS for Dummies*; the next Swedish translation published will be *PC World DOS 5 Complete Handbook.*

In these and other markets—including Brazil, France, Italy, Germany, Holland, Israel and Taiwan—foreign editions of IDG Books are bearing logos of IDG magazines and frequently carrying subscription offers for those magazines.

Those foreign editions published to date were on display at the IDG Books' booth, along with copies of various IDG magazines and newspapers from around the world.

First Senior Executive Forum covers competitiveness issues

IDG's first Senior Executive Forum, held earlier this month, gave participating U.S. business unit presidents a chance to discuss international business conditions and organizational issues with a distinguished faculty of university educators.

The presentations covered corporate competitiveness, the changing global business environment and the characteristics and behaviors of organizations that will succeed during the '90s. The last topic centered around the role and behavior of an organization's executive and how the organization and its leaders learn.

At the request of numerous business unit presidents, IDG Vice President of Human Resources **Martha Stephens** surveyed the group this spring to determine key concerns. Based on the group's interest in leadership issues and executive teambuilding, Stephens and Alan White, dean of executive education at MIT, put together a two-day program to address those topics.

While they did not attend the general program, IDG Chairman **Pat McGovern** and President **Walter Boyd** spoke during the evening sessions about their insights on the role of the CEO.

"This was the first time something was done for the presidents in 'learning mode,' " Stephens said.

The results of the first retreat and prospects for future sessions will be discussed at the Executive Advisory Operations Committee meeting next month. If there is interest from presidents outside the U.S., IDG may hold similar forums abroad using faculty from the region's universities and institutes.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, October 25, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

MARKETING SUPPORT INTERN (IDG/ETA)

The individual in this 12-15 hour per week position is responsible for coordinating distribution of materials to sales force, distributors and PR contacts, fulfilling evaluation requests, supporting coordination of marketing projects / materials as well as lettershop activities and data entry of leads as needed.

SHOW MANAGER (LPC/PCW)

Responsibilities in this position include overseeing all aspects of show management, program development, conference planning, operations, exhibit sales, MARCOMM, executive marketing and relations with Lotus Development Corp. and managing the budget for all events. Minimum four to six years experience in trade show management required, hi-tech industry a plus. Excellent MARCOMM experience in the publishing industry is also a plus. Bachelors degree required. Domestic travel and possibly international travel is required.

OFFICE MANAGER (LPC/PCW)

This is a newly created position shared between Infoworld Direct and LPC/PCW and located on Franklin Street in Boston. Ideal candidate will be responsible for day-to-day office management including support services, telephone, mail service, building management and human resource liaison. Management experience is required.

SYSTEMS SPECIALIST (LPC/PCW)

This is a newly created position shared between Infoworld Direct and LPC/PCW and located on Franklin street in Boston. The individual in this position will be responsible for providing technical support on both hardware and software systems. Will also ensure the systems operations and integrity. Requires technical experience on many computer platforms and exposure to various software applications.

RECEPTIONIST (LPC/PCW)

This is a newly created position shared between Infoworld Direct and LPC/PCW and located on Franklin Street in Boston. This position will report to the office manager and be responsible for the telephone, greeting visitors, mail distribution and other office related duties. Previous reception / office experience desired.

ASSISTANT EDITOR (IMI)

IMI is seeking an Assistant Editor for new products and product reviews. Individual should have writing and / or editing experience and some familiarity with electronic publishing, especially PC and Windows. Design experience is helpful.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: October 25, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG	Travel Manager	Framingham, MA	G. Lodge	(603)924-0392
IDG	National Account Analyst (2)	*Marketing Srvs.* East & West Coast	M. Cornetta	(508)935-4734
IDG/ETA	Marketing Support Intern	Framingham, MA	A. Roskey	(508)820-8642
LPC/PCW	Show Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Production Manager	Cambridge, MA	J. Smith	(617)225-6817
LPC/PCW	Circulation Manager	Cambridge, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
MPC/PCW	Western Ad. Manager	*PC World,* San Francisco, CA	J. Epstein	(415)267-1772
NWW	Vice President of Circulation	Framingham, MA	S. Perry	(508)935-4407
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	(508)820-7426
IDC	Associate Analyst	Framingham, MA	B. Stephen	(508)935-4269
IDC	Senior Analyst, PC Software	Framingham, MA/Mountain View, CA	J. Gantz	(508)935-4224
IDC	Research Assistant--Part Time	Framingham, MA	B. Clarke	(508)935-4765
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Part Time Human Resources Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
CIO	Sr. Marketing Promotion Specialist	Framingham, MA	G. Lodge	(603)924-0392
FCW	Mktg Svcs/Trade Show Mgr	*Federal Comp.Week,* Fall Church, VA	L. Kirchoff	(703)876-5100
FCW	Circulation Coordinator	*Federal Comp.Week,* Fall Church, VA	J. Long	(703)876-5087
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Account Representative	*PCWorld,* Midwest	J. Edman	(415)978-3250
PCW	Senior Design Associate	*PCWorld,* San Francisco, CA	M. Shostak	(415)978-3333
PCW	Circulation Assistant	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	East Coast Editor	*PCWorld,* Boston, MA	R. Glitman	(415)978-3195
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Senior Production Manager	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Associate Editor	*PCWorld,* San Francisco, CA	O. Linderhom	(415)978-3225
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Assistant Editor	*Publish,* San Francisco, CA	J. Widman	(415)978-3294
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
MAC	Associate Editor, Features	*Macworld,* San Francisco, CA	C. England	(415)978-3242
MAC	Editorial Assistant	*Macworld,* San Francisco, CA	L. Giglione	(415)978-3272
CWPI	Account Executive	*CWPI,* Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
BCP	Sr. Editor/Copy Chief	*DOS Resource,* Peterborough, NH	G. Lodge	(603)924-0392
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Associate Editor	*GamePro,* Redwood City, CA	John Sauer	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

MSD

- FROM PAGE 1

product," said MSD President **Kelly Conlin**. "This research gives us some new, independent, quantitative tools to show the importance of brand awareness as the fundamental building block for increasing market share."

MSD opened its two week, 10-city tour October 19 in Boston with a morning presentation at the Ritz-Carlton Hotel. After Conlin's opening remarks, **Lee Levitt**, director of distribution channels research for IDC, described the major distribution channels in the U.S., their current market position and their expected growth by 1996.

Levitt said given that users and the channels themselves are maturing, a "multidimensional strategy is critical" for high-tech marketers. "Don't put all your eggs in one channel basket," he advised.

Levitt also said electronic distribution of software could be a significant channel by 1996 and may be the key force in changing the makeup of the distribution market

World Update

IDC's Lee Levitt presents an overview of distribution channels at Boston's Ritz-Carlton.

IntelliQuest President Brian Sharples outlined the quantitiative survey's methodology and offered a glimpse of the relative importance of channel issues in buyers' minds. IntelliQuest contacted roughly an equal number of department managers, IT professionals and senior managers and questioned them regarding five product categories: desktop PCs, notebook PCs, printers, application software and LANs (both hardware and software). The survey included more than 400 questions, though individuals were asked only the small number of questions relevant to their purchasing responsibilities. The response rate exceeded 50%, with about 1,000 respondents in all.

The study included questions on such topics as what channels are used and why, the role of the channel on branding decisions, and the impact of multiple branding on distribution strategy.

Sharples said that overall, people will be increasing their usage of all channels in the next several years. Thirty-two percent said they'd increase the number of purchases from superstores, for example, the highest increase of any channel.

The printed survey results, which will be divided into separate reports for each product category, will be available in November at no charge to interested marketers. For more information, contact an MSD sales representative or MSD headquarters at telephone (617) 534-1200.

Povec

- FROM PAGE 1

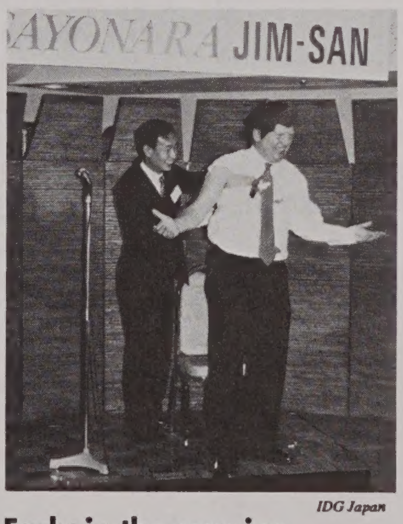
lications," Boyd continued.

Cherif Moujabber will remain as WEC president and focus on growing the company domestically and internationally and developing strategic alliances.

During his three years at IDG Japan, Povec managed the publishing operations and oversaw the launch of several new publications as well as the debut of three expositions and conferences in Tokyo that helped define the country's growing markets: Macworld Expo, Windows World and SunWorld.

"What made the Japanese experience highly successful was the result of the powerful leveraging points of IDG's expo division and the publishing division," Povec said. "No other company has the kind of global leverage IDG can command in terms of vendor relationships and worldwide resources."

Povec began his IDG career in 1986 as president of IDG Communications/Peterborough. He served as president of *Computerworld* in 1987 and president of IDG's New Products Division in 1988. After a brief turn as director of IDG's international business development, Povec moved to Tokyo in October 1989.



IDG Japan

Early in the evening, a farewell party attendee snips away during Povec's "retirement" party. By the end, there were more holes than shirt.

During the farewell party, IDG Japan's staff paid tribute to Povec's leadership and to his sense of humor. Newly appointed President **Kozo Hiramatsu** came up with the idea to recreate—white collar style—the way sumo wrestlers honor a retiring colleague. Since only active sumo wrestlers can wear their hair in a topknot, the retiree's peers snip off lockets of hair until the topknot is removed.

In the midst of the party, Povec was instructed to don a plastic sumo wrestler's wig. Rather than receiving a free haircut, Povec held still as numerous people took turns snipping off pieces of his shirt and tie. Cutters included staff members; Sam Furukawa, chairman of Microsoft Japan; and Akira Nagata, president of Nikkei BP, a large technical publisher and IDG Japan's biggest rival. "I kept telling them I wasn't retiring, just relocating, and I needed to keep my wardrobe, but they wouldn't listen!" Povec said. His wife Karen, in on the deal, brought along an extra shirt.

Poved said as WEC chairman he is looking forward to continuing the vendor relationships he and the IDG Japan team developed for the Tokyo shows.

Noteworthy!

PROMOTIONS

Macworld President and Publisher Jim Martin recently promoted three employees to the newly created Macworld Global Network Support Center (GPSC).

Kimberlee Luedee, formerly *Macworld*'s marketing manager, has been promoted to director of marketing and communications. She manages all marketing and communications for the new department, which is dedicated to supporting all *Macworld* magazines worldwide. Luedee also works cross-promotionally with *Macworld* brand-name product lines such as Macworld CD Ventures, Macworld Expos and *Macworld*-titled books produced by IDG Books Worldwide.

Former *Macworld* Merchandising and Events Manager **Lisa Espinoza** has been named GPSC promotion marketing manager. Her trade show responsibilities have been moved into the GPSC, as Macworld Communications, Inc. expands trade shows to be company wide rather than oriented just toward *Macworld* magazine. She also works on certain aspects of the global product line meetings and will share other marketing-oriented functions as the GPSC evolves.

On the ad sales side, International Sales Account Manager **Christine Wong**, previously international sales associate, provides both U.S. and overseas advertisers the detailed information they need to assist them with their worldwide advertising plans. She works closely with IMS in placing advertising in the 15 international publications that comprise the Macworld Global Network and will also work with Luedee on various global events and promotions.

Macworld

(From left): Wong, Luedee and Espinoza

TRANSFERS

Katherine Day has accepted the position of marketing specialist at IDG Books. She was previously sales coordinator at *Electronic News*' Mountain View, Calif., office. In her new position Day will assist with public relations and handle production and marketing projects. She received a BA in psychology from Mills College in Oakland, Calif., and likes traveling, reading and all kinds of outdoor activities.

■ ■ ■

Anna Gabriel has transfered to *Network World* to work as an administrative assistant in the Chicago-area sales office. She has worked in that capacity at both *Computerworld* and *Electronic News*. Gabriel enjoys horse racing and fishing.

NEW EMPLOYEES

PCW Communications welcomes **Shane Beck** as office services coordinator. His duties will include managing the mail room and handling shipping and receiving. Beck received an associate's degree in ornamental horticulture from St. Petersburg Junior College in St. Petersburg, Fla. This winter he will begin studying architectural landscaping. Outside the office he is a member of a softball league.

■ ■ ■

Al Wilcox joins TISC has regional sales manager for the Midwest. He received a BS in business administration from Florida State University and enjoys softball, tennis, picnicking and camping.

■ ■ ■

Ellen Sherrod has made a jump from contract to full-time designer at *Publish*. She will hire illustrators and photographers and art direct her individual pieces. Sherrod received a BFA from the Academy of Art in San Francisco and has many interests, including bike riding, lizard collecting and going to movies. She also enjoys music and estimates she sees 100 concerts a year.

■ ■ ■

Deirdre Dugan has joined *Macworld* as circulation and marketing assistant. She received a BA in creative arts from San Jose State University and outside of the office spends time as a volunteer assisting disabled people.

■ ■ ■

Robert Peyton has signed on at IDC as director, European storage research. He received his BS and MS in mechanical engineering from Stanford University and enjoys hiking and skiing.

■ ■ ■

There are two new faces at IDG Books. **Kimberlee Clark** has signed on as operations coordinator. Her main responsibility will be to act as liaison with IDG Books' distributor. She enjoys gardening and working to support animal welfare and environmental issues.

IDG Books

Clark

Sheila Behravesh is IDG Books' new operations assistant and will provide support to the operations department. Behravesh received a BA in business administration from Hayward State University in Hayward, Calif. She enjoys running, rollerskating and dance classes.

■ ■ ■

Linette Annrumma has accepted a position as sales associate at *Publish*'s Rochelle Park, N.J., office. She received a BS in marketing from Monmouth College in Monmouth, N.J,.and makes time for volleyball, skiing and horseback riding.

Chairman's achievers

Sherry Goodrich
MAP Program Coordinator
Marketing Services Division

World Update

Goodrich

"Sherry has been the linchpin in developing and maintaining IDG's first electronic database of customer information, MSD call reports and account calendars," said MSD President Kelly Conlin. The information is drawn from account meetings that is now instantaneously transmitted to all IDG domestic publications via the GE BusinessTalk network. "This gives IDG a company-wide intelligence-gathering operation that enhances our competitiveness," Conlin said.

Chairman's Achiever Award winners named for FY92 third quarter

The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated as Chairman's Achievers during the quarter. They have been picked by the selection committee for displaying extraordinary creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive an engraved clock or a plaque.

Winner:

Dan Lavin, Senior Editor, *NeXTWORLD*

Runner up:

Susan Miller, Production Manager, *Federal Computer Week*

Runner up:

***Computerworld España* Editorial Staff**

To nominate a Chairman's Achiever in your office, contact IDG HQ at fax (617) 859-8642.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week in October. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Ellen Markoff - *InfoWorld*

NINE YEARS
Mary Doyle - *Computerworld*
Russ Onofrio - *CW* Database Division

EIGHT YEARS
Jim Martin - *Macworld*
Michael McCarthy - *SunWorld*
Robert Hodgson - WEC
Sharon Bryant - *Computerworld*

SEVEN YEARS
Marilyn Fullerton - WEC
Rosemary Cafasso - *Computerworld*

SIX YEARS
Sharon Baker - IDG Int'l News Group
Thierry Grelet - IDG France
John Corrigan - *Computerworld*
Jeffrey DeBalko - *InfoWorld*

FIVE YEARS
Thalia Ohara - *PC World*
Catherine Viox - IDG/CI
Lisa Bonaccorso - *Computerworld*
Harriet Darling - *InfoWorld*
Lauren Black - *InfoWorld*
Janet Ohlsson - *InfoWorld*

FOUR YEARS
Noel White - *PC World*
Meghan O'Leary - *CIO*
Deborah Butler - IDC
Marvin Angel - IDG UK

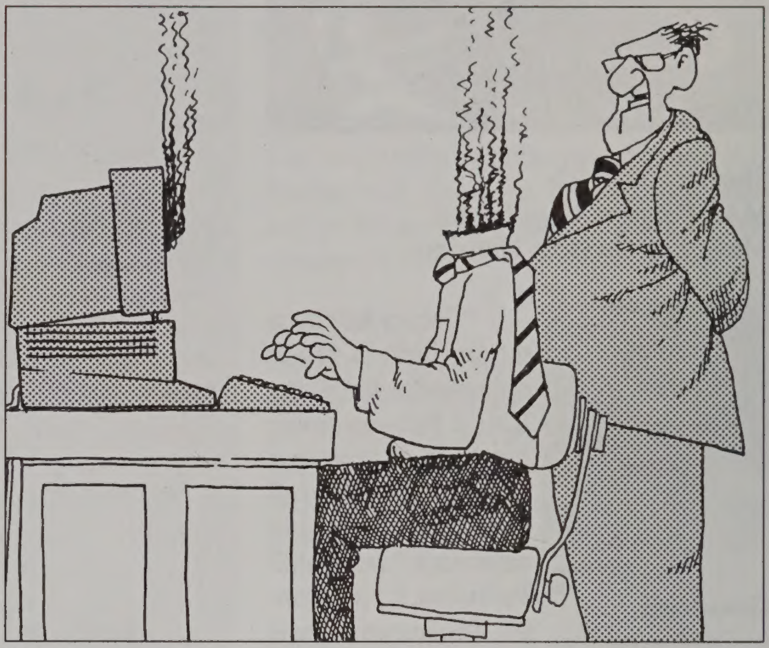
THREE YEARS
Peggy Hennessy - *Computerworld*
Richard Molden - *Computerworld*
H. Scott Tanner - *InfoWorld*
Jeff Eckert - *InfoWorld*
Sarah Bertacchi - *InfoWorld*
Patricia Ferguson - *GamePro*

TWO YEARS
Casady Rutter - *PC World*
Duane Hampson - *PC World*
Katie Hammler - IDC/W
Raymond Hoffer - TISC
John Carpenter - *CW* Database Division
Nancy Whittaker - *CW* Database Division
Stephen Condon - *Computerworld*
Donna Kent - *InfoWorld*
Alexander Daunys - *InfoWorld*
Tom Quinlan - *InfoWorld*
David Winstead - *GamePro*

ONE YEAR
Sam Maccherola - IDC/W
Stephen Hendrick - IDC
Alan Alper - *Computerworld*
Yvonne Zuniga - *Computerworld*
Glenys Mercado - *Computerworld*
Margaret Bonar - IDG Books
Monique Walters - *InfoWorld*
Christine Lewandoski - *InfoWorld*
Jeanette Borzo - *InfoWorld*
Fran Fox - *GamePro*
Jeannine Smith - *GamePro*

Off line

Congratulations to all our enthusiastic cartoon contributors. Winners Nate Castro, Michelle Beals and Tom Moran will receive official "Off line" T-shirts, and the honorable-mention winners below will receive IDG World Update stadium cups.



"Hey, Bob...your tie's crooked."
- **Nate Castro**, *GamePro*

And credit for variations on the same theme goes to:
Michelle Beals, *CW* (Burlingame)
Tom Moran, *Macworld*

HONORABLE MENTIONS

"Well, your head's no loss, we never used that much anyway. But that's a $15,000 workstation you've ruined!"
- **Alan Jones**, Australian *Macworld*

"I'll call IS."
- **Kevin Hart**, IDG Framingham

"Well, Higgins, I see that vaporware has finally gone to your head."
- **Colleen Kelly**, *Federal Computer Week*

"See? Didn't I tell you adding virtual reality to 'Laser Commando' was a bad idea?"
- **Mark Cappel**, *SunWorld*

"I hate to tell you this, Smithers, but we do work in a smoke-free environment."
- **Gary Palmer**, *InfoWorld*

"I always said these neural links were a bad idea."
- **Alan Farias**, Computerworld Database Division

"Miss Phillips, bring in the next network administrator candidate!"
- **Arnie Tomaino**, IDC

"Wow! The combat simulator is as real as advertised."
-**Alvaro Ibáñez**, *Macworld España*

"And I thought computers blew my mind. He must have been looking at some complex data."
- **Candace Murphy**, IDG IS

"We call it the smoke screen. Yes, we, too, are very excited, but it's really nothing to lose your head over."
- **Rick Popko,** PCW Central Services

"Bob, we lost a lot of customers with third degree burns after your F-14 flight simulator program. I think this space shuttle idea is a bit much."
- **Gregg Hulbert,** IDC West

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

IDC convenes first customer council
- PAGE 2

IDG France celebrates *Golden's* first anniversary
- PAGE 2

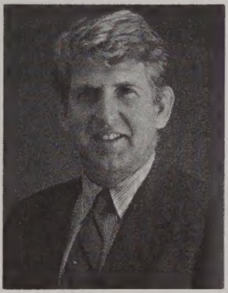
IDC West expands to accommodate sales surge
- PAGE 4

IDG *World Update*

VOLUME 22, NUMBER 44
NOVEMBER 2, 1992

Metcalfe tapped for technology post

International Data Group last week appointed **Robert Metcalfe** to be its vice president/technology. Metcalfe is and will continue to be the publisher and CEO of InfoWorld Publishing Co.



Metcalfe

InfoWorld

IDG Chairman **Pat McGovern** said, "The addition of Bob to our worldwide headquarters staff represents a significant step forward in helping IDG to more fully expand into new and innovative publishing opportunities for the '90s and beyond."

Metcalfe will remain in California and, among his duties, pursue additional electronic publishing opportunities for IDG. He will continue to direct IDG's Information Services Task Force and be responsible for the IDG Test Cooperative, which strives to harness the global diversity of IDG's many IT testing facilities.

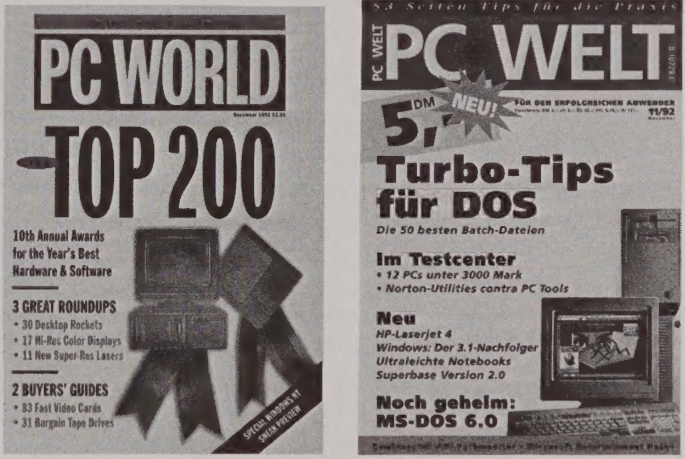
Metcalfe said many of IDG's technological efforts are piecemeal due to decentralization. While he believes in the decentralized structure, "I want to arrange to have more impact by better coordination among the decentalized efforts," he said.

Germany, U.S. improve readability of *PC Worlds*

Fall has been the season of redesign for at least two publications in IDG's global stable of *PC Worlds*. IDG Germany unveiled *PC Welt*'s new layout and cover in September, while the U.S. *PC World* debuted its new interior in the November issue and introduces a new cover and logo in December.

The goal of the U.S. redesign is to make more technically oriented information more accessible to busy management readers.

"The restructuring was inspired by our readers, most of who are business managers," said *PC World* Editor-in-Chief **Phil Lemmons**. "They express a Catch-22 of needing more information but having less time to digest it. So we stress simplicity, accessibility and openness in our new presentation."



PC WORLD
December 1992 $2.95
TOP 200
10th Annual Awards for the Year's Best Hardware & Software
3 GREAT ROUNDUPS
- 30 Desktop Rockets
- 17 Hi-Res Color Displays
- 11 New Super-Res Lasers

2 BUYERS' GUIDES
- 83 Fast Video Cards
- 31 Bargain Tape Drives

SPECIAL WINDOWS NT SNEAK PREVIEW

53 Seiten Tips für die Praxis
PC WELT
NEU!
5,DM
FÜR DEN ERFOLGREICHEN ANWENDER
11/92
Turbo-Tips für DOS
Die 50 besten Batch-Dateien
Im Testcenter
- 12 PCs unter 3000 Mark
- Norton-Utilities contra PC Tools

Neu
HP-Laserjet 4
Windows: Der 3.1-Nachfolger
Ultraleichte Notebooks
Superbase Version 2.0
Noch geheim: MS-DOS 6.0

***PC World* U.S. (left) will introduce its new cover design with the December issue. *PC Welt* sales have grown tremendously this year and should top 100,000 by December.**

A thematic reorganization, an extended "Here's How" section focusing on major business applications, three new monthly columns, and other changes also mark *PC World*'s new look.

"Real Problems, Real Solutions," a new feature, will be written by business managers who have faced and solved particular software and hardware dilemmas. *PC World* editors will also offer readers alternative solutions.

PC World's new design will make it easier for readers to find and understand the results of the 40 systems tested monthly by the recently opened *PC World* Test Center (see sidebar, page5).

Extensive use of sidebars, tables and other charts, presented together with articles will give readers the choice between getting information at-a-glance and read-

- SEE PAGE 5

IDC sponsors interactive client, sales gatherings

Aims to get closer to the customer through newly-established council

International Data Corp. hosted 25 of its premier clients at the first annual Customer Council during the week of October 19.

The concept of the council began to take shape about a year ago, when IDC executives brainstormed on how to become better acquainted with customers. During the first session, clients participated in an all-day briefing conducted by the IDC Executive Staff with presentations on the state of the computer industry, market research issues and the views and directions that IDG currently envisions.

The second day was devoted to meetings with individual program personnel and IDC corporate managers to discuss how IDC can best deliver the information clients need. Among the topics were different means of delivering research, such as incorporating an on-line system for direct access, and the pros and cons of standardizing methodology across research companies.

"Everyone was enthusiastic and appreciative of the opportunity to provide input to the future direction of IDC programs," said **Larry Bishop**, vice president of U.S. sales and operations. "Clients were also very impressed by the highly efficient organization and execution of all the activities, thanks to Senior Vice President **Kim Myhre**, Director of Marketing **MaryAnne Sinville** and Marketing Specialist **Deb Brown**."

Following the Customer Council sessions, IDC's fall sales meeting swung into full gear with intensive sales training, program reviews and the FY92 awards dinner.

Award recipients for most new Continuous Information Service business for the year were **Dick Denechaud**, senior account executive at IDC New Jersey, and IDC West Sales Manager **Sandy Harrington** and National Accounts Manager **Denise Haines**. Harrington shared Salesperson of the Year honors with **Nancy Underwood**, director of Northwest sales; both exceeded their bookings plan for the year by more than 133%.

Don Best, vice president of consulting sales, was also recognized for achieving 136% of the consulting sales plan for the year.

The entire sales force was honored for increasing IDC bookings during the last two years by over 50%.

France's *Golden* celebrates first year

The staff of *Golden*, IDG France's version of *Macworld* magazine, celebrated the publication's first anniversary with a gala party last month for 400 people atop the modern Arche de la Défense. During the evening, seven Golden Awards were given out for the best Macintosh-related products of the year, as voted by *Golden* readers, three *Golden* staff members and three prominent industry personalities. In its first year, *Golden* sales reached 35,000 copies sold on newsstands and 10,000 sold to subscribers. Although it is a bimonthly, it has attained the No. 1 position in the French Macintosh market.

GOLDEN
N° 7
TOUT MAC TOUS LES DEUX MOIS
4D PASSE LA 5e
CLIENT/SERVEUR À L'ESSAI SUR 20 POSTES
LE MULTIMEDIA RÊVE OU CAUCHEMAR?
4 INTÉGRÉS
DISQUETTE GOLDEN N° 7

The October/November issue marks *Golden*'s first anniversary.

CW co-hosts Lotus Notes Awards

Computerworld and Lotus Development Corp. honored the winners of *CW*'s 1992 Lotus Notes Application Awards Competition at a dinner last month in Dallas during Networld '92.

The awards program was initiated to showcase outstanding achievement in Lotus Notes application development among end users, systems integrators, VARs and Lotus Notes Alliance Partners.

Each entry was evaluated on the basis of return on investment delivered to the organization, impact on productivity and competitiveness and the quality of the solution the application provided to a business solution.

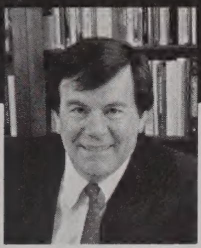
Computerworld's **Garry Ray**, senior editor for application development, served on the three-judge panel. *CW* Publisher **Gary Beach** presented the awards along with Terry Rogers, vice president of Lotus Development's Communications Products Division.

Gary Beach pays tribute to the award winners.

Winners in the "Line of Business Category" were Chase Manhattan Bank, Dell Computer Corp. and Millipore Corp; "Commercial Applications" awards went to J&T Associates and SandPoint Corp.; and special certificates of recognition were presented to Dallas Helps and Virtual Corp.

In his opening remarks, Beach said the winners' and finalists' ideas to enhance the workgroup environment related to *Computerworld*'s commitment to "seek out and recognize those information age pioneers who are building innovative applications that have a positive impact in the business world."

On line



ASK PAT

Q Business unit employees get the opportunity to rate their immediate supervisor via the annual employee evaluation survey. Is there any way by which employees can rate the performance of the headquarters staff?

A Yes, regular surveys are sent out from IDG headquarters to a representative sampling of people who use headquarters services. They are asked to evaluate the services and give suggestions for enhancement and improvement. They are also asked to nominate people at headquarters who have provided exceptional service. People with the highest number of nominations win a special "STAR" award for exceptional performance.

Q What is your opinion on what went wrong at Wang Laboratories?

A There were two major problems: 1) failure to develop new products quickly enough, and 2) the failure to decentralize as the company grew larger, in order to make customer relations more locally managed and more efficient.

The company's founder, An Wang, had first-class technology insights and was very inventive. When he was heading up the new product development at Wang Laboratories, the company was able to introduce leading-edge products such as scientific calculators, word processors, and small business systems. In the early 1980s he turned over the leadership of R&D and product development to others, and the company subsequently failed to be able to deliver state-of-the-art, competitive products on a timely basis. Also, as Wang Laboratories grew, it developed a large headquarters bureaucracy, which became unresponsive to issues of customer service and support. Had the company decentralized the management of these functions, customers would have been better served, happier, and more loyal to the company.

Q In articles that appear in both the trade and consumer press, there is often speculation about you being nominated to a high government post. Could you ever envision yourself seeking, or accepting, a political role?

A The answer is No. I feel IDG's mission is benefitting society in a very significant way, and I intend to dedicated myself to the fulfillment of that mission. Also, have a great deal of fun in helping IDG grow. I cannot envision that any position in government could provide me as much enjoyment and satisfaction as my work at IDG.

Q How is long-term planning done at IDG? Does IDG Headquarters develop a master plan to guide its business units, or does it rely upon its business units to develop their own corporate strategy and plan its execution?

A IDG Headquarters defines IDG's overall mission, which is to be the world's leader in information services on information technology. Corporate strategy and long-range plans at IDG are developed at the business unit level. Each year, each business unit makes a detailed three-year plan and a conceptual seven-year plan for their activities. The plan identifies and measures the markets the business unit wants to participate in, the current competition in these markets and defines the products and services they will offer to these markets.

IDG's corporate long-term plan consists of two parts:

1) The sum of the long-range plans created by each of the business units, plus

2) Plans to offer products and services in new markets that are not already being taken up by any of the individual business unit plans.

To assist business units in the U.S. in their planning, IDG holds a Long-Range Plannind Advisory Meeting each year that focuses on defining the political, economic, social, technological and related changes occurring in the U.S. during the next seven years. We recommend to IDG publishers and other IDG business unit heads in other countries that they run similar long-range advisory meetings in their own countries.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

IDC West sees burgeoning staff, sales growth

It appears that no one has told IDC's West Coast staff that there is a recession going on. In just five years, the group has tripled its sales staff, expanded its research library and hired or relocated several analysts to work in the main Mountain View, Calif., office. The group has also added tremendously to IDC's bottom line and now accounts for almost 50% of IDC's U.S. revenue. Last year alone, the West Coast sales office raked in more than $2 million in new continuous services business.

"We've concentrated on providing a stable relationship with our clients, and that strategy has paid off," explained **John Reichmuth**, vice president of IDC's Western Region.

After first establishing a minimal presence in the West Coast in the early 1970s, IDC began making a concerted push into the area in the late 1980s. According to **Larry Bishop**, IDC's vice president of U.S. sales and operations, Dataquest had become a major competitor in the West, and IDC needed a more visible presence. Clients also began clamoring for greater access to analysts and a more complete research library. And the Silicon Valley was bursting with business.

"The West Coast is one of the hottest regions in the country for IT growth," said **Kirk Campbell**, IDC president and CEO. "We want to grow there as fast as we can."

And grow it did. In just five years, the West Coast's sales staff has expanded from two to seven and now includes Reichmuth, **Nancy Underwood, Sandra Harrington, Denise Haines** and **Freeman Bradley** (all of whom work in the Mountain View office) and **Anne Marie Quillan** and **Steve Auerbach**, who work in the Irvine, Calif., office. Additional sales/marketing positions are expected to be filled by the end of the year.

IDC West photos

From left: Aleida Hernandez, Freeman Bradley, Nancy Underwood, Sandy Harrington, Denise Haines, John Reichmuth and Cynthia Fredrick.

"It's like rolling a snowball downhill," Reichmuth said. "The more of any given service we sell, the more people we need."

ANALYSTS ON BOARD

Analysts who joined the ranks of the West Coast staff are **Dorothy Rosenthal**, who covers the distribution and channels market, **Nancy McSharry** (PC software), **Nancy Battey** (workstations), **David Card** (Unix), **Christopher Willard** (high-performance computing), **Paul Pastrone** (international markets) and **Kimball Brown** (PC/hardware). An analyst covering communications and a second one for the international market will hopefully be hired by the end of the year, Reichmuth said.

Back, from left: Paul Pastrone, Christopher Willard, Kimball Brown, David Card. Front, from left: Nancy Battey, Renee Amadio, Dorothy Rosenthal.

Rosenthal said having analysts on the West Coast "has been excellent for IDC."

"We've been able to forge a lot of closer ties with a lot of our clients out here," she said.

Changes have also been made to the West Coast's research library and it is now virtually identical with IDC Framingham's library, offering clients access to existing IDC research, company files and an online database. A full-time librarian, **Cara Wong**, and librarian assistant, **Greg Hubert,** were hired recently to keep the material organized and up to date.

"Having a full library makes us even more competitive," Reichmuth said.

Rounding out the staff are **Renee Amadio, Cynthia Fredrick** and **Aleida Hernandez**, who help keep the office running smoothly on a daily basis.

The West Coast staff has grown so much that it is taking over the office it currently occupies in Mountain View, forcing sales staff from *Network World* and *Electronic News* to find other space. "We're growing faster than space allows," Reichmuth said.

The resources and efforts IDC has put into building up its West Coast office has been paying off in spades. Five years ago, the office accounted for 16% of IDC's U.S. revenue. Last year, it accounted for almost 50%. Reichmuth predicts the office will pull in about $10 million in 1993. This would accomplish an average

- SEE PAGE 5

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 2, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

SENIOR ANALYST PC CONNECTIVITY / TERMINALS (IDC)

Ideal candidate will be responsible for assessing market trends in the mainframe and midrange traditional terminal and controllers markets (3270 and 5250), PC desktop connectivity / emulation arenas (boards, gateways, and asynchronous communication software). Five years industry or research experience (with emphasis on IBM desktop communication and connectivity issues) is desirable. Must possess excellent written and verbal communication skills as well as strong analytical and organizational skills. This position entails frequent contact with vendor clients and end users.

FACT CHECKER (PCW)

This individual will ensure the factual accuracy of reviews, buyers' guides and other editorial material. Professional phone manner and excellent verbal communication skills are required. Ideal candidate must be organized, extremely detail oriented, persistent and able to handle multiple tasks and deadlines in a fast paced environment. Prior copy editing experience and a BA in English or Journalism is preferred. Familiarity with Excel and Word for the PC is also preferred. Experience with Quark Xpress a plus.

WEST COAST ACCOUNT REPRESENTATIVE (PCW)

The ideal candidate will be responsible for advertising sales, prospecting, customer support, file maintenance, report generation, and credit clearance for PC World's Management Buyers' Guide to Windows. Must have excellent presentation and telephone skills, a high degree of organization and a working knowledge of the personal computer marketplace.

ADMINISTRATIVE ASSISTANT (PCW)

In this position the individual will provide administrative support for the PC World editorial department. Ideal candidate will be responsible for heavy clerical and administrative support including phones, word-processing, client contacts, filing and photocopying. Individual must be highly organized and detail oriented with excellent written and verbal communication skills. Familiarity with IBM PC or compatible required. Proficiency in Word for Windows and a spreadsheet program also required. Individual must have minimum of one year clerical experience.

ADMINISTRATIVE ASSISTANT (PCW)

This individual will provide customer support to PC World subscribers by answering telephone and written inquiries. Ideal candidate will also provide administrative support for the circulation department. Knowledge of Word for Windows on the IBM PC or compatible required and proficiency with basic spreadsheets preferred.

PART TIME TELEPHONE INTERVIEWER (2) (CWDD)

Computerworld's Database Division is seeking two part time telephone interviewers to survey computer professionals and verify assorted data. No selling but some data entry is possible. Work Monday - Friday 9 - 1 or 12 - 4 for 20 hours per week. These hours / days are subject to change at short notice. Position requires strong verbal skills and prior successful telephone survey experience.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings.

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/LPC/ETA List Srvs./IDG Research	Susan Perry / Mary Cornetta	(508)875-5000	(508)935-4406
IDC / T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
CIO/FCW/IDG Fram./ISG	Elaine Ouellette	(508)875-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: November 2, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Marketing Support Intern	Framingham, MA	A. Roskey	(508)820-8642
LPC/PCW	Show Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Production Manager	Cambridge, MA	J. Smith	(617)225-6817
LPC/PCW	Circulation Manager	Cambridge, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	(508)820-7426
IDC	Senior Analyst PC Conn/Term.	Framingham, MA	E. O'Brien	(508)935-4215
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
IDC	Associate Analyst	Framingham, MA	B. Stephen	(508)935-4269
IDC	Senior Analyst, PC Software	Framingham, MA/Mountain View, CA	J. Gantz	(508)935-4224
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Part Time Human Resources Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Mktg Svcs/Trade Show Mgr	*Federal Comp.Week,* Fall Church, VA	L. Kirchoff	(703)876-5100
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
ISG	Director of Government Sales	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Test Center Admin. Assistant	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Financial Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Fact Checker	*PCWorld,* San Francisco, CA	A. Kandra	(415)267-1750
PCW	Administrative Asst. Circ. dept.	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Administrative Asst. Edit. dept.	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Account Rep.--west coast	*PCWorld,* San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	P/T Telephone Interviewers (2)	*CWPI,* Framingham, MA	A. Farias	(508)935-4688
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CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Associate Editor	*GamePro,* Redwood City, CA	John Sauer	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

PC World

- FROM PAGE 1

ing more in-depth product coverage.

A large advertising campaign in the consumer and business press accompanied the relaunch of *PC Welt*.

According to Publisher **York von Heimburg**, "there was some talk of adopting some of the changes the U.S. *PC World* was planning, but the markets are too different. The relaunch was mainly influenced by research on the German market and German readers. *PC Welt* has always been written for business people and has not been very technically oriented."

The editorial content is now divided into three main parts: News, Tips and Tests. At 300 pages, the September issue was more than double the size of most past issues, and with it *PC Welt* climbed to No. 3 of all PC magazines in Germany.

Von Heimburg expects the appeal of the redesign will contribute to the ever increasing circulation figures: 65,160 issues sold in the second quarter of this calendar year, 85,244 in the third quarter, and 100,000 copies are predicted for the fourth quarter.

While *PC Welt* ad rates have remained the same, the publication joined the local trend of reducing cover prices and dropped its newsstand rate from eight to DM5 (U.S. $3.40).

"It can also be seen as a strategy to prevent other magazines from coming into the market," von Heimburg said. "Readers, especially in Germany, are looking for a good price/service relationship."

The September issue was also the first *PC Welt* published completely by desktop publishing.

In addition to a monthly editorial survey, beginning in November *PC Welt* will institute a survey for 100 subscribers, chosen at random, to rate the full-page ads in each month's issue. As a special service, clients will receive the individual surveys to help judge their ad's effectiveness. The best ad of the month, and one overall winner, will be recognized in a special end-of-the-year issue as well as in a new marketing newsletter, the first regularly produced by an IDG Germany publication.

> *The September issue was the first* PC Welt *produced completely by desktop publishing.*

IDC West

- FROM PAGE 4

Cara Wong and Greg Hubert

compound aggregate growth rate of approximately 30% per year over the six-year period. "I'm very proud of my troops," Reichmuth said. "They've really done a fabulous job."

And the competition IDC once faced from Dataquest has faded tremendously. "We're definitely taking business away from our West Coast competitors," Campbell said.

Long-term plans for the West Coast office include adding four to five analysts a year for the next three years and opening satellite offices in Seattle and the Boulder/Denver area.

PC World Test Center opens for business

The *PC World* Test Center officially opened its doors last month, the most recent example of *PC World*'s commitment to the information needs of an increasingly computer proficient management community.

In keeping with the magazine's editorial focus, center technicians will evaluate products based on how they will be applied in the business environment.

"Our lab, unlike others in the country, is designed to test machines and software as they will be used in business," said Test Center Director Greg Smith. "We are not as interested in the operating speed of a local bus, for example, as we are interested in the impact that bus might have on the running speed of Windows. By looking at real, applied benefits of a component, we can address our primary concern, which is the impact of new products on user productivity."

World Update

Smith

***PC World* Publisher Rich Marino said the Test Center is one more expression of *PCW*'s exceptional growth over the last two years. "The lab will enable our editors to double the amount of products they review in 1993 compared to 1992, giving our readers more of the data they need to make the best decision about PC product purchase and use. Vendors will also benefit from the increased likelihood of having their products tested and reviewed," he added.**

A typical monthly schedule will involve testing more than 40 systems and/or software products. For standard desktop computing tests, the staff is using a set of test measurements issued by the Business Applications Performance Corp. and has also developed their own Windows 3.1 test suite. The group will develop other test suites as special projects require.

Senior Performance Analysts Tom Grubb and Dean Andrews, Performance Analysts Susan Silvius and Ulrike Diehlmann and Lab Coordinator Dawn Furseth complete the staff.

Noteworthy !

PROMOTIONS

Landi World Udpate

Val Landi has been promoted to executive vice president of national accounts at IDG's Marketing Services Division (MSD).

"Val has played an instrumental role in recruiting the industry veterans that comprise the MSD team, and this promotion recognizes his tireless efforts in taking MSD from a fledgling idea to the organization it is today," said MSD President Kelly Conlin.

Landi joined IDG in 1987 as *Computerworld*'s senior vice president/associate publisher.

■ ■ ■

Allison Washburn has been promoted to manager of World Expo Corp.'s Digital Executive Program. "In February, Allison helped manage the transition of the project from DEC to World Expo and has been successful in managing the staff and department operations to its present capacity," said WEC's Vice President of Planning and Operations Bill Sell.

■ ■ ■

IDG Books recently promoted six staff members. "I'm delighted to announce these promotions to begin our new fiscal year as they reflect the outstanding contributions each has made to IDG Books' global success," said John Kilcullen, president of IDG Books.

Kilcullen relinquished the title of publisher to **David Solomon**, who will also have the title of vice president. Solomon previously worked as publishing director. "David is uniquely qualified as a best-selling author and, along with his extraordinary vision, will enable IDG Books to become an even more innovative and successful publication in the future," Kilcullen said.

Carol So, formerly director of finance and operations, is now vice president of finance and planning. "As co-founder of IDG Books, Carol has never quit, even in our start-up phase, and the promotion is richly deserved," Kilcullen said.

In addition, **Janna Custer**, former senior editor, is now acquisitions editor. **Meg Bonar**, editorial assistant, was named acquisitions assistant, while Senior Editor **Mary Bednarek** was appointed managing editor. **Milissa Koloski**, former director of U.S. sales, moves up to become vice president of U.S. sales. And **Brandon Nordin**, director of marketing and international sales, was promoted to vice president of marketing and international sales.

TRANSFERS

Wayne Silverman moves to *PC World* as account representative after working at *Digital News* as account executive of *DN*'s "Extra" supplements. Silverman, who joined IDG two years ago, will be responsible for selling for the *LOTUS* section of *PC World*. Silverman has a B.A. in economics from the University of Massachusetts/Amherst.

■ ■ ■

A.G. Germano is now Western advertising manager at *Multimedia World*. An IDG employee since January 1990, Germano previously worked as regional sales manager at *Digital News*. He will be responsible for advertising sales and territory management on the West Coast. Germano has a bachelor's degree in journalism from the University of Missouri and enjoys golf and sports car driving trips.

NEW EMPLOYEES

Two new people have joined *Macworld*'s staff. **Anne Nichols** has been named promotion manager and will be in charge of promoting *Macworld* editors, editorial awards and the publication's editorial direction. She will also produce the *MW Newsletter*. Nichols previously worked at Oracle Corp. as corporate marketing program manager. She holds a BA in liberal studies from the University of California at Santa Barbara. Nichols enjoys working in her art studio, playing tennis and traveling.

Sales Development Manager **Fred Waugh** will be responsible for marketing and sales support. He previously worked as advertising manager at Farallon Computing. Waugh has a BS degree in journalism from Boston University and enjoys playing sports.

■ ■ ■

InfoWorld welcomes two new people. **Dennis McSweeney** has signed on as Infomarket account manager. He received his BA in advertising with a minor in marketing from San Jose State University in San Jose, Calif.

Josiane Geigon joins *InfoWorld* as account executive in charge of the East Coast territory for Infomarket. Her academic background includes a BA in speech communication studies from San Francisco State University and she likes swimming and yoga.

■ ■ ■

MSD's San Francisco office welcomes 11-year high-tech marketing veteran **Craig Rockhold** as director of national accounts. He arrives from Hewlett-Packard, where he was worldwide advertising manager responsible for marketing and advertising HP's various computer product lines and for supervising HP's relationship with Saatchi & Saatchi. Rockhold has a BA in business economics from UCLA and enjoys swimming and refereeing collegiate and U.S. water polo matches.

■ ■ ■

SunWorld welcomes **David Burnett** as features editor. Burnett previously worked as a technical editor at *Unix Review*. He holds a BS degree in mathematics from Harvey Mudd College in Claremont, Calif., and is an avid reader, particularly of early 20th-century literature.

■ ■ ■

Lily Cheung has joined *Macworld* as a part-time billing assistant. She is an undergraduate student at San Francisco State University majoring in human resources managment and marketing.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week in November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS
Preben Engell - IDG Denmark

EIGHT YEARS
Kirsten Rådberg - IDG Denmark
Bjorg Elin Vold - IDG Norway
Veronique Lamarque - IMS

SEVEN YEARS
Lene Sekjaer - IDG Denmark

SIX YEARS
Valérie Frenot - IDG France
Zsuzsa Dudás - IDG Hungary
Jose Luis Diaz - IDG Spain
Juan Manuel Urraca - IDG Spain
Stan Vanocur - *InfoWorld*
Edith Holmes - *Federal Computer Week*

FIVE YEARS
Zsuzsa Krammer - IDG Hungary
Sándor Mester - IDG Hungary
Mark Houts - *InfoWorld*
Marsha Bowers - *Macworld*

FOUR YEARS
Alain Ritaly - IDG France
Claudio Ceriani - IDG Italy
Lyn See - IDG Australia
Jayne Enos - IDG

THREE YEARS
Akos Bognár - IDG Hungary
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Simon Pearce - IDC UK
Fernando Rodrigues - IDG Spain
Annika Fors - IDG Sweden
Erik Geijer - IDG Sweden
Yuen Yeh - *Macworld*
Missy Strzelecki - ISG
Sheila Hurnevich - *InfoWorld*

TWO YEARS
Marc Benitah - IDG France
Ralph Villoing - IDG France
Valérie Feneon - IDG France
François Lambel - IDG France
Cornelia Krämer - IDG Germany
Petra Gottschalk - IDG Germany
Marianne Kondrup - IDG Denmark
Natalia Parron - IDG Spain

ONE YEAR
Elisabeth Richard - IDG France
Julien Demoly - IDG France
Marita Falk - IDG Sweden
Karin Jansson - IDG Sweden
Peter Horan - MSD
Nancy Ferguson - World Expo Corp.
Julianne Haskell - *Network World*
Joanne Connelly - *Federal Computer Week*
Richard Carlisle - *Network World*
Charles Blake - ISG
Hugo Hsiung - IDG
Leslie Johnson - MSD
Siobhan Nash - *InfoWorld*

IDG News Service to sponsor newsroom at Comdex

The IDG News Service will sponsor a working newsroom at Comdex Fall exhibition in Las Vegas November 16-19. The IDG International Newsroom will give IDG journalists a convenient place to write stories, make phone calls, or just have a cup of coffee and relax.

The newsroom will be set up in Meeting Room 11 on the second floor of the Riviera Hotel, which is directly across from the Convention Center complex on the Strip (Las Vegas Blvd.). The room will be equipped with telephones, PCs (complete with BusinessTalk software), a printer, a fax and an extra phone line for plugging in modems and portable PCs. The facility will be open from 8 a.m. to 6 p.m. Monday through Wednesday and from 8 a.m. to noon on Thursday.

O'Brien celebrates 20th anniversary

IDC

Eileen O'Brien, manager of IDC's U.S. Terminals and PC Connectivity Programs, recently celebrated 20 years of company service.

O'Brien has held numerous client support positions in which she answered general market-related client questions for IDC's Computer Market Planning Service. Prior to a research concentration in the asynchronous arena, she was responsible for researching the IBM 3270 and midrange terminal markets.

Currently, O'Brien writes IDC's research reports and bulletins on asynchronous terminals and X Window displays and also writes and edits the *Terminals* and *PC Connectivity* monthly newsletters. She is a regular contributor to numerous industry and trade publications and speaks at a variety of industry events. In 1989, O'Brien received IDC's James Peacock Memorial Award for excellence in market research and client service.

Outside the office, O'Brien enjoys the challenges of owning a large, two-family Victorian home in Ashland, Mass.

Twenty-year employees have the privilege of selecting a trip anywhere in the world, and O'Brien just returned from a Mediterranean cruise to the Baleric Islands off the coast of Spain, the French Riviera, Corfu and numerous stops in Italy.

Off line

Win Your Own

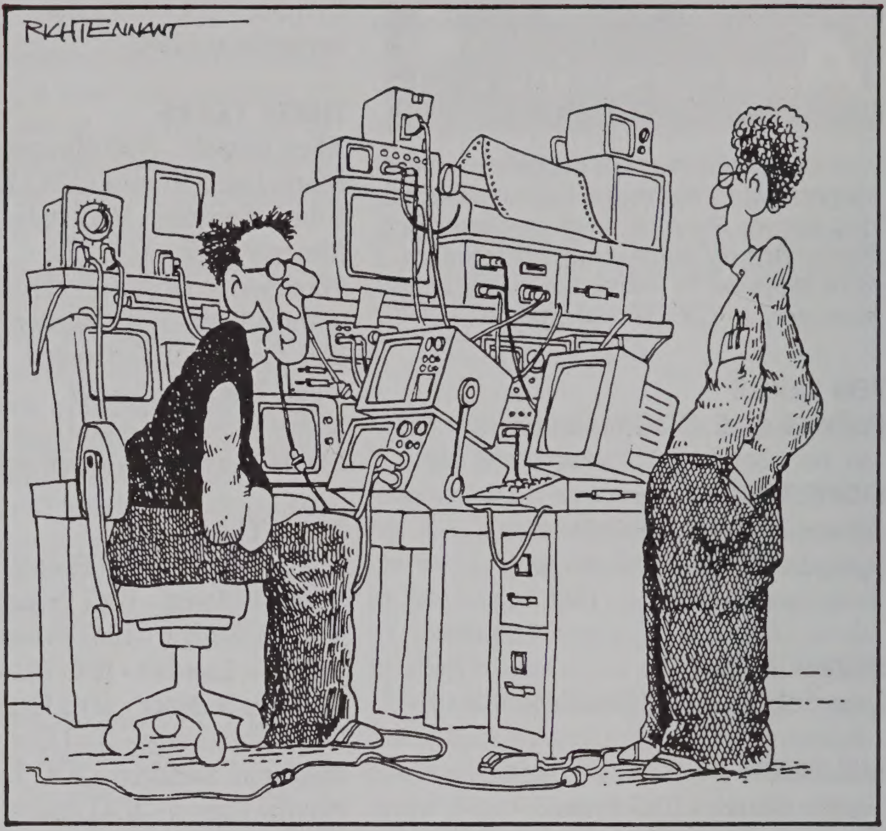
World Update
RICHTENNANT

Off line T-Shirt

It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 24. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!



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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Global Product Service Center produces *SunWorld* newsletter

- PAGE 2

Computers For Classrooms strives to increase IT donations

- PAGE 4

IDG Austria's new *PC Test* adopts unusual mascot

- PAGE 5

IDG *World Update*

VOLUME 22, NUMBER 45 NOVEMBER 9, 1992

PC World Bulgaria debuts at technical fair

IDG Technika Communiations launched *PC World Bulgaria* in September during the Plovdiv Fair, a general technical fair dedicated this year to telecommunications.

The company also doubled the *Computerworld Bulgaria* print run to distribute extra copies at the show, which Managing Director **Tatiana Hinova** said was "very well accepted and and very helpful for the advertisers and visitors."

PC WORLD
THE BLUEPRINT FOR A BETTER PRINTER

PC W Bulgaria's initial circulation of 6,000 was distributed exclusively on newsstands, and Hinova expects to sign up 2,500 to 3,000 subscribers in the coming months. The second issue is slated for the end of this year.

The publication's editorial content is divided between domestic information and translated copy, though all translations were edited to better reflect the Bulgarian market. The launch team of Hinova, Senior Editor **Nely Vacheva**, Designer **Milena Mileva** and Sales Manager **Mila Pantcheva** worked closely for two months on the debut issue.

Turkish partner teams up with WEC for workshop

IDG/UFT, IDG's joint-venture partner in Turkey and the country's largest publishing company, recently held the first Hi-Tech Workshop, an industry show and conference in Ankara devoted to international networking and information products and services.

The workshop was an extension of the trade show Hi-Tech Ankara, which was held last week for the fourth consecutive year.

The workshop, a joint effort between IDG/UFT Turkey and World Expo Corp., attracted more than 1,000 attendees to the conference and exposition at the Izmir Hilton Sept. 30-Oct. 4. Exhibitors included distributors in Turkey from IBM, Novell, Borland, Apple, Lotus, Microsoft, Stratus, Olivetti and SuperMac Technology.

- SEE PAGE 5

WEC

Workshop organizers celebrated a successful event over dinner. Clockwise, from left: friend, Mustafa Arslantunali, *PCW Turkey* editor-in-chief; friend, Babalan Cerit, *PCW Turkey* assistant editor-in-chief; (across table) Theresa Coffey, WEC conference planner; Atul Kapoor, Kaptronix; Aaeoean Ozkan, *Computerworld Monitor* editor-in-chief; Ozlem Ersoy, *PCW Turkey* coordinator.

In brief

CIO wins first place in design contest

This year's Ozzie Awards for Design Excellence, sponsored by *Magazine Design and Production*, marked a first for *CIO*: the publication's first Gold Award. The *CIO 100* issue from August 1991 received a Gold Award for Best Special or Single Issue Design. Assistant Art Director **Moira Gillis** managed the design of the issue and supervised the production. *CIO* also took away a Silver Award for Best Design Special Editorial Report or Section and a honorable mention for Best Cover (July 1991). With close to 1,500 entries from publications across the U.S. and Canada, the Ozzie sponsors said this year's competition was the toughest ever.

CIO
THE CIO 100
Companies Where Quality Counts

SunWorld GPSC launches newsletter, develops manual

The newly created SunWorld Global Product Service Center has reinstituted its first offering, a *SunWorld* newsletter, after a summer hiatus. Published by *SunWorld*'s San Francisco office and edited by Corporate Business Manager **Denise Garcia**, the bimonthly newsletter is faxed to *SunWorld* publications worldwide and serves as a forum to exchange ideas and success stories. Staff from the various *SunWorlds* contribute news about their publications and relevant market information.

During the next few months, the SunWorld GPSC will build a SunWorld Operations Manual that describes the most successful methods and techniques devloped by the various management teams to create, operate and produce a publication—including information on editorial, production, circulation, advertising, research and collateral activities. The GPSC will also create a market intelligence database that will provide a market facts and figures concerning Sun and its competitors.

In addition, the GPSC will create advertising promotion materials to sell a SunWorld Global Publication Network. These materials will be available to all members of the network so that customer inquiries can be answered in every market SunWorld serves.

GPSC's long-term goal is to create and operate an advanced electronic news and article service to transfer the latest text, graphics and test data to network members.

NeXTWORLD becomes bimonthly, spins off newsletter

Integrated Media, Inc. (IMI) has announced that *NeXTWORLD* will move from a quarterly to a bimonthly publishing schedule beginning in January. At the same time, *NeXTWORLD Extra*, a four- to 12-page newsletter, will be spun off into a paid subscription product. Previously, the newsletter had been sent to subscribers monthly and was inserted as a four-page section in *NeXTWORLD*.

EXTRA
OO database in store
NeXT in charge developers

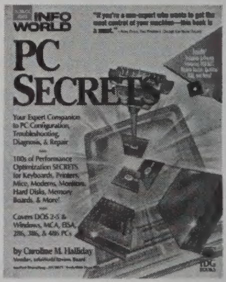
According to Associate Publisher **Jeannine Barnard**, the magazine will continue to be geared to end users and focus on product information and productivity issues. The newsletter will be directed toward NeXT Computer's large corporate customers, the NeXT developer community and resellers and will include more timely news and business analysis.

In addition, *NeXTWORLD* recently signed a three-year extension of its license with NeXT Computer. The agreement allows NeXT to provide the publication editorial assistance, advance notice of product information, and exclusive use of NeXT's mailing list. A copy of *NeXTWORLD* will continue to be packaged with every CPU shipped, and other free-issue offers will be continued as well.

"This agreement demonstrates NeXT's ongoing commitment to *NeXTWORLD*," said IMI President **Gordon Haight**.

IDG Books unveils second *SECRETS* book

IDG Books recently published *PC SECRETS*, a comprehensive, practical guide to optimizing PC performance, which includes more than 25 software utilities on two disks. It is the second offering in the SECRETS Book/Disk Series, which also includes the bestselling *Windows 3.1 SECRETS*.

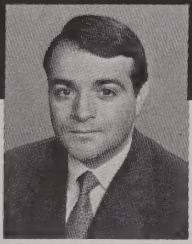


Written by Caroline Halliday, a PC systems expert, a regular contributor to *InfoWorld* and other publications and a member of the InfoWorld Review Board, the book is an insider's guide to PC configuration, diagnosis, analysis and troubleshooting suitable for all levels of personal computer users.

"If you're a non-expert who wants to get the most control of your machine, this book is a must," said Mary Dolce, past president of the Chicago Computer Society and a member of PC World's User Group Advisory Board.

On line

ASK PAT KENEALY



*Every other week, "On line" features selected guest columnists. PC World President **Pat Kenealy** takes a turn this week.*

Q What are your corporate priorities for 1993?

A PC World's top 1993 priorities are virtually the same as last year's. For the magazine, we have two goals, 1) Giving advertisers the biggest, most powerful management buying audience for PC products and 2)Giving readers the best source of management level information on what PC products to buy and how to use them. For PC World Communications, the company, we also have two main goals: 1) Training and building a staff capable of publishing the industry's best magazine, and 2) Growing the company into the most exciting and promising markets and media. Those goals sound almost uselessly general but they dictate our more specific 1993 goals such as perfecting our *LOTUS* and multimedia editions, expanding our on-line publishing activities and starting new magazines and other projects.

Q How do you see your role as the global product champion for the *PCW* product line?

A Given the growth PC World U.S.A. is going through this fall, I asked Pat McGovern if I could postpone my official start on PC World Global Product Champion duties until April 1, 1993. Since this is IDG, though, a bunch of us at PC World are already working on a text-and-image sharing system, on Asian, European, and South American Product Line Meetings, and on other global projects. You'll hear more about a formal PC World Global Product Expertise Center next spring.

Q Numerous IDG companies have begun trying to derive a larger percentage of their revenue from readers rather than advertisers. What kinds of ancillary products is *PCW* considering launching?

A PC World is expanding its already profitable on-line service, it's plunged into newsletter publishing, and is experimenting with video and other media that readers pay for. A few of our most exciting things are still secret.

Q What do you see happening in the U.S. PC market in the year ahead?

A I see 1993 as a very volatile year in the PC business. More PCs than ever will be sold through more channels than ever to more companies —and families — than ever. At the same time downwards price pressure, faster technology cycles, poor brand awaress, the necessity for multi-channel sales success will shake out *many* of the weaker system, peripheral, and software vendors. Only the strong, vendors — and magazines — will prosper in the PC market in the mid-to-late '90s.

Q *PC World* has just finished another stong year, with revenues, profits, circulation, and market share all growing. What's behind this great success?

A An ever-better team of more than 100 people who are enthusiastic and expert PC mavens, enthusiastic and expert and competitive magazine mavens, and a strong market to publish in.

Q *PCW* made big circulation gains against the competition when you acquired *LOTUS*, but the circulation wars go on. What's next?

A *PC World* will stay with the leaders of the pack in any rational circulation war in the PC market. That's natural when your selling efficient reach to advertisers looking to build brand perception and lower costs-per-lead. Throughout any circulation war, *PCW* will always maintain the high management composition that has been the core of its recent success.

Q Aren't advertiser demands for value-added merchandising and discount programs eating into *PC World* profitability?

A Just the opposite. Most of our merchandising programs are advertising effectiveness research programs. When advertisers have proof your magazine is working for them, they have more meaningful relationships with *PCW* and buy more advertising—more than enough more to offset the cost of the research.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Bob Metcalfe *InfoWorld* ☐ Ruben Argento IDG Argentina

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CW backs foundation to donate businesses' computers to schools

Computerworld has launched a national initiative, the Computers For Classrooms Foundation, to encourage corporations to recycle depreciated computers to U.S. schoolchilren in grades kindergarten through 12.

Gary J. Beach, publisher of *Computerworld* and chairman of the foundation, said the concept had several origins. After a visit to his children's schools, he found hands-on computer use was severely limited. Later, he read that nearly 40% of the 50 million PCs in U.S. corporations were fully depreciated and that less than one half of one percent of all installed computers in U.S. corporations were donated each year.

Beach began mulling an idea. What if a program could be created to funnel used computers and peripheral equipment from corporations into the classroom?

The Computers For Classrooms Foundation was then created through a joint effort of *Computerworld* and the public relations firm Cudaback Strategic Communications. The Advisory Board consists of the leading donation organizations in the U.S., including The East West Education Development Foundation, the National Cristina Foundation, Gifts in Kind America, The Association of Computer Machinery and The Computer Museum.

"The role of the foundation is to build the supply of used computers and computer peripherals by acting as a lightening rod in the industry," Beach said. "We aim to raise national consciousness that technology is recyclable and to motivate computer professionals to donate computers to schools either directly or through one of the advisory board member organizations."

The foundation's goal is to raise the donation level of corporate America to one million units by 1995.

The foundation has come up with a three-pronged strategy to promote its cause. To build awareness, *CW*'s advertising firm, Priscaro and Hukari, is developing an ad that debuts in January. Space will be available for publications to strip in their own logos and target specific audiences. The ad will be available to all IDG publications as well as other publishing companies.

Computerworld

Gary Beach (R) recently donated two Macintoshes and two PCs from CW to the Chelsea, Mass., public schools. Accepting the equipment are Jamie Gass, assistant to the superintendent of schools and Dr. Elsa Wassterman, principal of Chelsea High School.

Second, the foundation proposes instituting a U.S. Tech Corps, an unstructured version of the Peace Corps, to unite IS professionals and schools in need. IS professionals will be encouraged to call a school and volunteer to set up and wire computers and instruct teachers how to use them. The Tech Corps will be part of the general ad campaign.

Third, Beach plans to write an open letter in *CW* to the chairmen of the regional Bell operating companies. He plans to challenge them to, on a pro bono basis, install wall jacks in every classroom in the U.S by 1995. "Installing wall jacks is the key to getting computers incorporated in every classroom, rather than in designated areas, so that kids will be able to have better access to computers," Beach said.

Long-range planning groups need you

If you would like to help plan IDG's future, now is the time to sign up to serve on one of the Future Environment working groups that are preparing an analysis of the challenges and opportunities that IDG will experience during the 1990s.

The reports of these groups will be important contributions to IDG's Long-Range Planning Meeting, which will be held March 26-29, 1993 at Babson College in Wellesely, Mass.

The names of the working groups and the chairpersons are listed below. If you would like to apply to participate, please call the chairperson by November 30.

- **Changing Patterns in the Acquisition, Delivery and Use of Information. Chair: Diane Gamble, president, LINK Resources, 212-627-1500.**

- **Changing Patterns in the Social, Economic and Political Environment in the U.S. Chair: Bill Murphy, executive vice president/finance, 617-423-1200.**

- **Changing Patterns in the Evaluation, Acquisition, Management and Use of Enterprise Information Systems. Chair: David Vellante, vice president/systems, storage and software, IDC, 508-872-8200.**

- **Changing Patterns in the Evaluation, Acquisition, Management and Use of PCs and Workstations. Chair: John Gantz, senior vice president, IDC, 508-872-8200.**

- **Changing Patterns in the Nature of the U.S. Work force and the Implications For Organizational Structure, Management Style, Training Requirements, Employee Motivation and Management Practice. Chair: Martha Stephens, vice president of human resources, 508-875-5000.**

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

OCTOBER/NOVEMBER 1992

Successful performance appraisal takes two

Has this ever happened to you? You sit down with your manager to discuss your performance for the first time in a year. As you go through this year's discussion, you begin to hear some unpleasant and surprising news. You think to yourself, "What does he/she mean my performance needs improvement? I was never told! I didn't have a clue! What happened?"

The performance appraisal process is designed to ensure that clear, measurable expectations regarding job responsibilities and expected results exist between you and your manager. It is a road map to guide your performance with regular feedback, coaching and counseling.

You, the employee, and your manager each have an important role in the performance appraisal process and both of you are critical to its overall success.

For employees, the results of good performance appraisal are:

- improved productivity.
- success in the current assignment.
- preparation for career growth.
- maximized career opportunities.

Your manager is responsible for establishing the criteria for judging performance. Performance requirements are clear, concise, measurable statements of what is expected of an employee. How well the employee meets these objectives translates into how successful they are on the job. These should be discussed and agreed to by both manager and employee. Clearly defined objectives help employees become focused and targeted in their job activities.

However, these requirements are not static and may change during the course of the year as business conditions change. Therefore, requirements need to be reviewed regularly to determine progress toward their achievement and modify them as appropriate. A good way to think about these performance requirements is that they should be SMART:

Specific
Measurable
Attainable
Realistic, and
Time bound

As an employee, you must take an active role in the performance appraisal process. Your career and opportunities for growth hinge on your taking responsibility for your own success. You should understand your role in the organization and how it fits into the overall business strategy. You should be prepared to discuss your current job in terms of what you have accomplished. It is important to give your manager clear and objective feedback about your working relationship. Some questions you might want to consider are: How frequently do you need to meet with your manager to discuss your job responsibilities? What kind of feedback would be most helpful in improving your performance? What types of training and/or development do you need to expand your skills and job knowledge?

Give some thought to what you want to do beyond your current position. Consider what steps you need to take, what steps you have already taken and how your manager can best assist you.

The appraisal process helps you set the tone and direction of how you and your manager work together, the quality of your work life and the direction of your career.

The performance appraisal process should result in a clearly defined set of goals and objectives. The process is not complete until there is understanding on both sides about objectives and expected results. It's a two-way communication process. There should be no surprises!

Remember, performance appraisal is not a stand-alone process. It is just a snapshot in time—a review of performance. It is one part of the open, two-way communications between you and your manager that is ongoing throughout the year.

***Bonita Cox**, director of Human Resources for* Computerworld, *is this month's guest columnist.*

The mystery of the 5% budget

One of employees' most frequently asked questions regarding IDG's compensation policy is "How is the annual compensation budget determined?" Or, on a more practical level, "What is this 5% rate I hear about?"

IDG believes it is important that employees know the origins of the company's compensation program. Each year as the budgetary process begins, business unit heads receive a "Business Planning Assumptions" memo. The information contained in this memo sets the stage for the business units as they prepare their annual budgets. Among other things, the compensation budget number is communicated. For fiscal 1993, the compensation budget amount is 5%.

This amount is determined by considering a number of factors, most of which are interrelated. The competitive arena is one area of consideration. Each year, IDG

- SEE BACK PAGE

Ask HR...

***HR Update* welcomes questions about human resources—our policies and programs—and how they affect you. Send your questions to:**

Ask HR
International Data Group
Human Resources Dept.
5 Speen Street
Framingham, MA 01710
Fax: 508-935-4600

Budget

- FROM FRONT

reviews the compensation budget plans of our publishing, research and exposition competitors. This information is gathered and reviewed annually by the IDG Human Resources team and passed along to the IDG Executive Committee. As a point of reference, IDG's compensation budget has been at the top when compared with its direct competitors. In addition, IDG's budget is as much as one percentage point above the budgets of business publishing companies and the general industry.

Other factors that are considered include the current and projected inflation rate, the consumer price index and the U.S. and worldwide economy. These factors all impact IDG's performance, which is another critical factor that must be considered. Newspapers on both coasts continuously report that many poorly performing companies are resorting to pay freezes, pay cuts and other drastic measures. Fortunately, IDG's future continues to look bright, allowing us to maintain very competitive compensation practices.

SHOULD I EXPECT A 5% RAISE?

The 5% rate represents a budget amount that the business units use to manage their compensation dollars. The percentage represents the maximum amount that a unit can increase its total compensation budget over the prior year. In other words, merit increases, promotions and any other salary adjustments are all included in the 5% figure.

In reality, most IDG business units will use a majority of the 5% for merit increases but some portion will be used for promotions and other salary actions. As such, the average merit increase may be less than 5%. Salary actions, of whatever type, may be applied to base salary, incentive compensation, or both. Employees who have been employed by IDG for less than a full year should expect to receive a pro-rated salary change based on their number of months of service.

An employee's performance over the course of the year, individual pay compared with the market pay rate for similar positions, and business unit performance all contribute to the amount of an employee's salary change. IDG does not use the compensation budget for cost of living increases. Salary increases are only given in situations in which employees have met the expectations of the business unit's management team.

There are many other monetary forms of recognition at IDG. Certainly, the ESOP program represents a significant incentive for the individual and the business unit to perform. Many business units also provide individual, group or department and unit-wide incentive programs. The purpose of these programs is to recognize the contributions of our most important asset, our employees.

As with any compensation budget, if you are unclear what programs your business unit offers, or you have questions as to how your programs work, you should check with your Human Resources department.

IDG Trivia

IDG's decentralized management philosophy is even reflected in its business unit titles. See if you can identify the correct publishing titles below:

1. MACWORLD
  a. Macworld
  b. Mac world
  c. MacWorld
  d. MAC World

2. PCWORLD
  a. PCWorld
  b. PC World
  c. PCworld
  d. PCWORLD

3. INFOWORLD
  a. INFOWORLD
  b. Info World
  c. Infoworld
  d. InfoWorld

4. COMPUTERWORLD
  a. COMPUTERWORLD
  b. ComputerWorld
  c. Computerworld
  d. Computer World

5. NETWORKWORLD
  a. NETWORKWORLD
  b. NetworkWorld
  c. Network World
  d. Networkworld

Answers: 1. a, 2. b, 3. d, 4. c, 5. c

Pre-tax program open enrollment set for November

The commencement of the new calendar year marks the end and the beginning for some benefit plans. One such plan is the Pre-Tax Program for Dependent Care Assistance. This plan allows employees to withhold up to $5,000 a year on a pre-tax basis. The dollars are set aside in an employee account that may be used to pay for qualified expenses related to child or elder care. Because the plan provisions are governed by the IRS, any amount left in an employee's account at the end of the year that is not reimbursable will be forfeited by the employee.

Forfeited amounts have been fairly neglible in the past as it is not uncommon for employees to incur costs that exceed the maximum deduction amount allowed. This is especially true in hgher cost areas such as Boston, New York and San Francisco. Dollars forfeited in the past have been donated to charitable organizations such as UNICEF.

The Open Enrollment for the 1993 Dependent Care program will be held later in November. Employees currently in the plan must re-enroll for 1993. It is important that employees carefully budget their projected 1993 expenses. A proper payroll deduction amount, up to the $5,000 maximum, can then be selected.

Participation in this plan can result in significant savings to IDG employees, particularly because of the pre-tax nature of the plan. While your actual savings will depend on your tax status, technical tax and financial questions can best be handled by your financial planner or accountant.

Questions regarding the internal workings and administration of the plan should be raised with your Human Resources department.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 9, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

OFFICE SERVICES COORDINATOR (IDG)

The ideal candidate's responsibilities will include mail distribution, facility maintenance, warehouse maintenance, delivery and pick-up of supplies as well as occasional moving of office equipment and furniture. Candidates should have a valid driver's license with their own vehicle, at least two years previous office services experience and the ability to lift or move at least 50 lbs. Mac experience a plus.

COPY EDITOR (IFW)

This is a temporary part-time position for someone who will edit copy for grammar, spelling and style. The ideal candidate will also write headlines and captions, and pull quotes. A degree in English or Journalism and one year experience is preferred. Hands on experience with Quark Xpress is a major plus.

DESIGNER (IFW)

The individual in this position will layout editorial pages using Quark Xpress and create different graphics and text charts. Candidates must have graphic design experience as well as a minimum of two years experience with Quark Xpress. Adobe Illustrator and Photoshop experience a plus.

PC LETTER COORDINATOR (IFW)

The ideal candidate in this position will handle circulation, invoicing, database maintenance, customer service, and will maintain relationships with subscription service houses, etc. Candidates must have PC and/or Macintosh experience (Filemaker, PageMaker, and Quark Xpress suggested) and be able to multi-task efficiently. A background in circulation and customer service is preferred.

PC SUPPORT SPECIALIST (IFW)

The individual in this entry level I.S. position will be responsible for first-line support for all PC users at InfoWorld. Ideal candidate will work closely with the Support Coordinator in order to maintain the IS Help Desk, solving basic hardware and software problems. Candidates should have 1-2 years hands-on PC end-user support experience. Individual should also have in-depth knowledge of MS DOS, Macintosh. Excellent interpersonal and problem solving skills are a must. Novell LAN experience a plus.

ACCOUNT MANAGER--EAST COAST (IMI PUBLISH)

This individual will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the East Coast territory. The ideal candidate will also service and maintain all advertising after the sales is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the computer publishing industry, thorough knowledge of PC products and marketplace are required. A knowledge of Northern California territory is desirable. Excellent written and verbal communication skills as well as excellent organizational skills are required.

ADMINISTRATIVE ASSISTANT (IMI PUBLISH)

The ideal candidate will perform administrative and clerical tasks for the Sales Manager. This individual must be MAC literate in word and excel. Knowledge of graphics program is a plus. Responsibilities will be heavy clerical and administrative support including phones, word-processing, client contacts, filing and photocopying. This individual must be highly organized and detail oriented with excellent written and verbal communication skills. Prior customer service and/or publishing experience is preferred. Minimum of one year clerical experience is required.

STAFF ACCOUNTANT (GPI)

Responsibilities in this position will include account reconciliation, accounts payable, accounts receivable and special projects as well as the annual and monthly budget process. The ideal candidate must possess strong spreadsheet and excellent PC skills along with the ability to perform accurately under tight schedules. Excellent communication skills, a thorough knowledge of accounting and generally accepted accounting principles. This individual must be detail oriented with good organizational skills. A BA / BS in accounting or finance is required. One year of general accounting experience is preferred.

Job Opportunities

Revised: November 9, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Office Services Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Marketing Support Intern	Framingham, MA	A. Roskey	(508)820-8642
LPC/PCW	Show Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Production Manager	Cambridge, MA	J. Smith	(617)225-6817
LPC/PCW	Circulation Manager	Cambridge, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NWW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	(508)820-7426
IDC	Senior Analyst PC Conn/Term.	Framingham, MA	E. O'Brien	(508)935-4215
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
IDC	Associate Analyst	Framingham, MA	B. Stephen	(508)935-4269
IDC	Senior Analyst, PC Software	Framingham, MA/Mountain View, CA	J. Gantz	(508)935-4224
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Part Time Human Resources Asst.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Mktg Svcs/Trade Show Mgr	*Federal Comp.Week*, Fall Church, VA	L. Kirchoff	(703)876-5100
ISG	Dir. of Acquisition Mngmt. Serv.	Info. Strategies Group, Vienna, VA	E. Ouellette	(508)935-4605
IFW	Designer	*InfoWorld,* Los Angeles, CA	C. Neumann	(415)572-7341
IFW	PC Letter Coordinator	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld,* Los Angeles, CA	C. Neumann	(415)572-7341
IFW	Copy Editor	*InfoWorld,* Los Angeles, CA	C. Neumann	(415)572-7341
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (2)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writers (2 positions)	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
PCW	Fact Checker	*PCWorld,* San Francisco, CA	A. Kandra	(415)267-1750
PCW	Administrative Asst. --Circ.	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Account Rep.--West Coast	*PCWorld,* San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Account Manager	*Publish,* San Francisco, CA	Ad Director	(415)243-0600
IMI	Administrative Asst.	*Publish,* San Francisco, CA	P. Gladysz	(415)267-1756
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	P/T Telephone Interviewers (2)	*CWPI,* Framingham, MA	A. Farias	(508)935-4688
CWPI	Account Executive	*CWPI,* Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
TMP	Circulation Assistant	Tech Media Pub., Peterborough, NH	G. Lodge	(603)924-0392
GPI	Staff Accountant	*GamePro,* Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

IDG CORPORATE STAR PROGRAM

IDG is pleased to continue the Corporate Star Program! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results. Awards are granted twice a year at the IDG Holiday Party and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Tax & Legal

International Marketing Services
List Services
Marketing Services Division
Research Services
Human Resources
Information Systems

Nomination forms appear in the *IDG World Update* for operating unit employees to nominate corporate IDG employees who have provided outstanding service to them. Corporate IDG employees can nominate other corporate IDG employees for this award too. Please take a few minutes to nominate someone who is deserving of this special award!

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **STARS** will be displayed in the corporate lobby.

Nominations must be submitted by **November 30, 1992.**
Please use the form on the reverse side.

IDG CORPORATE STAR PROGRAM

The recipient of the Corporate Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Holiday Luncheon on December 22, 1992.

EMPLOYEE NAME ______________________________

POSITION or TITLE ______________________________

DEPARTMENT ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS?**

NOMINATED BY:______________________________DATE:____________

All nominations must be submitted to Martha Stephens, IDG Corporate Human Resources Department, 5 Speen Street Framingham, MA by **November 30, 1992**.

Austria unveils test supplement

Late last month during the PC Expo show in Vienna, IDG Austria introduced a new publication, *PC Test*, as a supplement to *Computerwelt*. Created as a monthly, the magazine may increase its frequency or run as a separate publication depending on the demand for PC product test information.

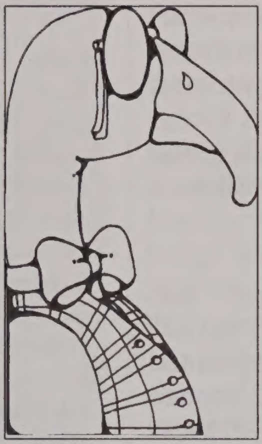
According to IDG Austria Managing Director **Manfred Weiss**, the most recent independent survey showed there are more than 50,000 *Computerwelt* readers, and many of them are potential *PC Test* readers.

"We launched *PC Test* because we believe there is a huge readership for PC end user-oriented information," Weiss said. "We can see the start-up of the so-called PC direct business—mail order, for example—in Austria, and we hope to get ads from these companies."

Firms that advertise in both *Computerwelt* and *PC Test* receive a 5% discount.

IDG Austria will perform some of its own product testing but will also use information from Germany's *PC Welt*, Switzerland's *PC Schweiz*, and information available via the IDG News Service.

The *PC Test* staff has created an unusual and eye-catching logo as the mascot of its testing program: a bird-like creature named "Testo Rello." The character was highly visible at the PC Expo show, with five-foot tall cutout figures placed througout the show and large yellow footprints stuck on the floor from the door of the hall to the IDG Austria booth.



"Testo Rello" will serve as the symbol for *PC Test's* testing program.

"Our intention was to create an independent and objective arbiter for the valuation of products," Weiss explained. "When *PC Test* and Testo Rello are very well known we want to create a Testo Rello quality seal and mark the most qualified products with this stamp."

The editor for *PC Test* is **Edmund Lindau**.

Workshop

- FROM PAGE 1

The workshop was sponsored and promoted by *PC World Turkey*, *Computerworld Monitor* and the Macworld Industry Association, and produced by **Hakan Kayaranka**, IDG/UFT's show manager; **Demet Tigin**, IDG/UFT's assistant show manager; and **Theresa Coffey**, WEC conference planner, who provided the international roster of speakers for the program.

Talks on solutions and applications for manufacturing, commercial, education and public organizations were given by prominent speakers, including Steve Edelman, SuperMac Technology; Martin Raim, Borland; and Anthony Bristow, EDS (U.K.). They covered a range of topics including communications, databases and databanks to participants primarily from Turkey and Eastern Europe.

The workshop was "extremely worthwhile both for customer contacts and professional interaction," commented Russell Lisle, senior telecommunications consultant for LYNX Technologies.

The organizers offered a chance for attendees and speakers to get together at the end of each day's sessions to discuss the day-to-day problems concerning networks, data collection and inventory control they face in their home offices.

Many of the attendees said they were very pleased by the opportunity to meet with the speakers and were looking forward to next year's workshop. Organizers are considering moving the event to Istanbul in response to attendee interest.

***Theresa Coffey** contributed this report.*

IMS newsletter connects global offices with U.S.

To strengthen and encourage communication and information sharing between IMS offices worldwide, IMS U.S. has launched the first edition of the *IMS Global Update*.

The bimonthly publication will focus on apprising the international offices of U.S. sales and marketing activities, potential areas for mutual cooperation, and positive outcomes of international partnerships. One staple of the *IMS Global Update* will be charts that visually demonstrate IMS's activities.

"Positive feedback about the newsletter so far has included that it's raising the awareness level of the kind of revenues we're generating," said IMS President Frank Cutitta, referring to a *Global Update* chart that shows that IMS has increased its international bookings by more than $1 million compared with the previous fiscal year.

"IMS has historically had the two-fold mission of generating centralized international advertising revenues while also serving to reinforce IDG's global dominance to U.S. firms that may operate under a decentralized advertising structure," Cutitta said. "Although the former is easily quantified, we were very pleased to learn from a recent IDG/MSD perception study that our institutional role is also very strongly regarded within the U.S. IT vendor and agency community."

One of the charts included in the study, reproduced in *IMS Global Update*, shows that IDG's international credibility is going up in the U.S., while Ziff's is decreasing, even after that company's recent international expansion.

Noteworthy!

PROMOTIONS

Robin Levine has moved up to assistant editor/reviews for *Publish* after working for the publication since January as a free-lance research and design assistant. She holds a BA in journalism from San Francisco State University.

TRANSFERS

Bob Sawdon, South Central regional manager of advertising has set up shop in *CIO*'s new office in Dallas. For the past two years, he served as Midwest regional sales manager for *SunWorld* and a year earlier worked the territory for *PC Resource*. A graduate of the University of Nebraska, Sawdon enjoys running, golf and reading.

NEW EMPLOYEES

Jacqueline Washburn has signed on as an administrative assistant in the tax department at IDG Framingham. She attended a two-year business college in Hartford, Conn., and outside the office enjoys reading, family functions and crafts.

■ ■ ■

The PC World Test Center welcomes Performance Analyst **Ulrike Diehlmann**. Diehlmann previously worked as a software and network engineer with Motorola's office in Wiesbaden, Germany, and spent the past year in the Chicago office. She has the European equivalent of a BA degree to teach English and French and also earned an AA in software engineering at Oregon Polytechnic. Diehlmann is looking forward to sampling California's plentiful outdoor sports opportunities, especially skiing.

■ ■ ■

Don Wilson, assistant technical editor at *Publish*, comes to IDG from a Los Angeles-area advertising firm, where he worked as an imaging systems manager and "brought them out of the dark ages" and into the world of high-tech applications. Wilson enjoys ice hockey and scuba diving in his free time.

Also at *Publish*, **Candace Kronar** has signed on as an administrative assistant to the editor and operations manager. She most recently worked as a purchaser for Trans American Transformer. Kronar studied writing and the arts in college and makes and sells quilts during her off hours.

■ ■ ■

InfoWorld welcomes four new employees. Director of Editorial Events **Lia Lorenzano** spent the past seven years as an events producer with Apple Computer Inc. She'll now manage the Editorial Events department and produce the Agenda and Demo conferences. A graphic design major at San Jose State University, Lorenzano also studied video arts at the University of California/Santa Clara and enjoys reading, traveling, cycling and going to comedy clubs.

Test Development Specialist **Tim Crawford** comes to *InfoWorld* from a biotechnology firm in the San Francisco area, where he was an MIS manager. He is studying computer science at Diablo Valley College and still enjoys dabbling with computers as a hobby.

Arleen Simon is working with Test Center Administrator **Steven Irvin** as an administrative assistant in the InfoWorld Test Center. Outside the office she enjoys working out, camping, hiking and spending time with her dogs and cats.

■ ■ ■

Tim Luddy and **Amanda Lewis** are the two most recent hires at *PC World*. Luddy, a senior design associate, previously worked as a free-lance designer and as art director of *Institutional Distribution* magazine in New York. He holds a BS in design from the University of Cincinnati and is trying to adjust to California life since moving from New York just over a year ago.

Lewis, an administrative assistant in the editorial department, worked for *PC World* part-time from 1984-1988 in both the editorial and the corporate development areas. She recently graduated from Brown University, where she earned a BA in educational studies.

Press award forms available at Comdex

Entry forms for the Eighth Annual Computer Press Awards will be available in Comdex's press room. Writers and editors interested in receiving forms can also call Horizon Communications at 805-466-5955. Sponsored by the Computer Press Association, the annual awards recognize the best computer journalism in print, broadcast or electronic information services. There is no fee to enter. The deadline for book categories is Dec. 31 and Jan. 31 for other categories. The awards will be presented April 20 at Tavern on the Green in New York.

Calendar 1 2 3

- **NOVEMBER 16-17**
  SunWorld Expo/Wiesbaden
  Rhein Mein Hallen
  Wiesbaden, Germany
- **NOVEMBER 24**
  Networking Conference
  IDC Switzerland
  Zurich, Switzerland
- **DECEMBER 9-11**
  UNIX Fair '92
  Pacifico Yokohama
  Tokyo, Japan
- **JANUARY 4-6, 1993**
  MACWORLD Expo/San Franciso
  Moscone Center
  San Francisco, CA
- **FEBRUARY 1-4**
  ComNet '93
  Washington Convention Center
  Washington, D.C.
- **FEBRUARY 1-4**
  Object World/Boston
  Hynes Convention Center
  Boston, Mass.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS
Ted Bloom - IDG

EIGHT YEARS
Jose Villacorta - IDG Spain
Maureen Hanley - CW Publishing

SEVEN YEARS
Jeff Edman - *PC World*
Diane Deflorio - IDC
Fernando Rodriguez - IDG Spain
Isabel Campo - IDG Spain
Marianne Khoubesserian - IDG France

SIX YEARS
Paul Earl - ETA
Sergio Saenz - IDG Spain

FIVE YEARS
Jeff Oterson - PCW Central Services
Michelle Chase - IDG

FOUR YEARS
Lee Levitt - IDC
Lyn See - IDG Australia
John Grogan - *PC World*
Harvey Diamond - *PC World*
Bjorn Mogensen - IDG Sweden

THREE YEARS
Scott McCready - IDC
Nancy Durlester - *InfoWorld*
Sandy Wong - *PC World*
Neil Versen - *Publish*
Randee Rubin - *Federal Computer Week*
Marco Bertolotti - IDG Italy

TWO YEARS
Oliver Lawrence - *InfoWorld*
Siobhan Nash - *InfoWorld*
Paul Worthington - *PC World*
Charles Piller - *Macworld*
Susanna Camp - *Macworld*

ONE YEAR
Charles Pettirossi - IDC
Elizabeth Freedman - IDC
Patrick Gorman - IDC
Cheryl Curbow - *PC World*
Susan Leary - WEC
Lynn Levasseur - IDG
Thomas Finn - *Federal Computer Week*
Charlotta Gill - IDG Sweden
Pierre Hultman - IDG Sweden
Ann McCrory - CW Publishing
Emily Gayton - CW Publishing

Chairman's achievers

Tom Mathews
Director of Compensation and Benefits
IDG

IDG

Mathews

Mathews recently conducted a benefits "road show" at many IDG business units. The intent was to help employees gain a better understanding of the benefits program, the rationale behind it, and what the future holds.

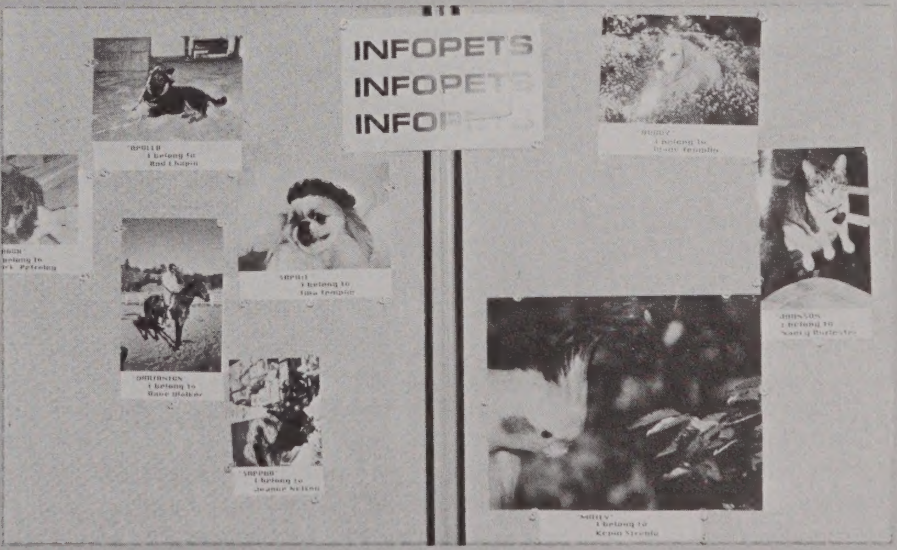
"Tom is an extremely hard worker with an exceptional sense of teamwork," said **Martha Stephens**, vice president of human resources. "This interactive program helped put a 'face' on corporate and showed we are here to provide service to the business units."

The Chairman's Achievers program recognizes employees who have performed exceptionally well, above and beyond the call of duty. To nominate an individual, managers can request a form from IDG Headquarters, fax (617) 859-8642.

IW employees give equal time — and photo space — to their pets

Not long ago, *InfoWorld* installed a set of glass-cased bulletin boards in its San Mateo, Calif., offices. Before anything was posted on the boards, Executive Assistant Tina Templin taped a photo of her Pekinese dog, Sophie, to decorate the glass. Before long, numerous colleagues were vying with each other for prominent placement of their favorite pet photos.

When items of a more official nature needed to go into the case, Templin moved the paper pet menagerie to a set of cubicle dividers near her office and took charge of creating captions for the proud owners. More than 20 "InfoPet" companions now adorn the wall, with more added from time to time.



World Update

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Marc Calvanico will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

HONORABLE MENTIONS

"There is absolutely no evidence that VDTs cause chromosome damage! Why do you ask?

- Julie Olson, *Network World* (Irvine, Calif.)

"Here at our satellite office, I figured we'd just go with a local audit firm."

- Kevin Hart, IDG Framingham

"As you can see, we are an equal opportunity employer."

- Jim Falanga, IDG Credit

"We pride ourselves on a unique corporate culture!"

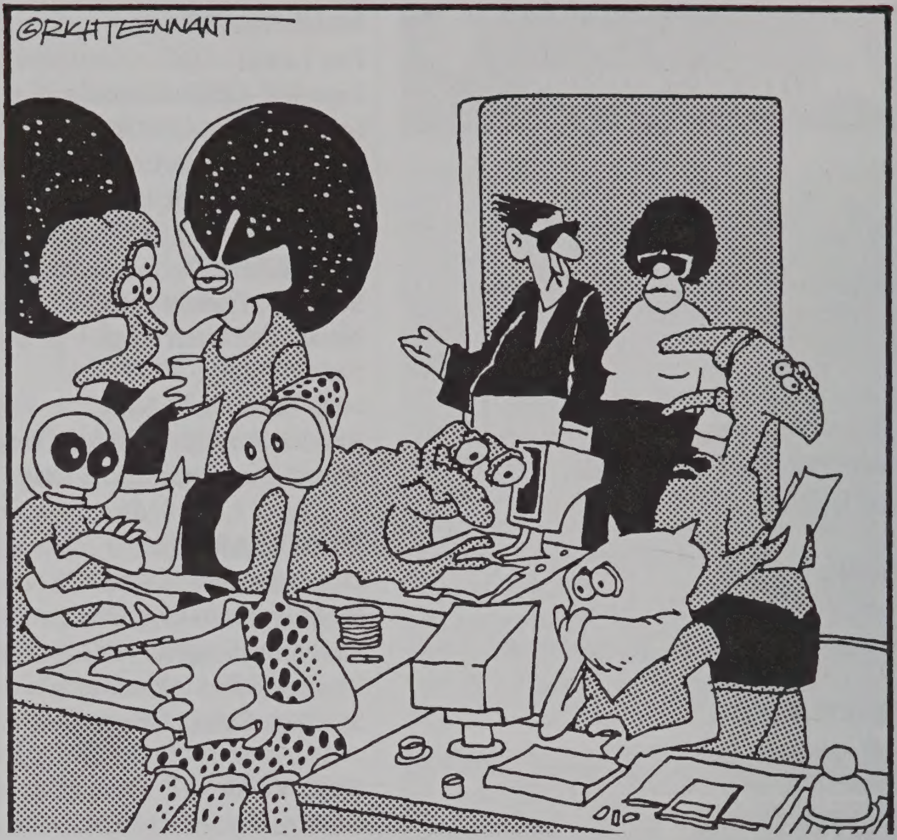
- Jason Muscat, *SunWorld*

"We're still not getting anything done even after adding space to the network."

- Carolyn Burgess, *PC World* (Natick, Mass.)

"This, of course, is the editorial office of *Network PC Universe World*. As you can see, we've kept the local feel by hiring within the area."

- Dan Holden, *Electronic News* (Mountain View, Calif.)



"And this is the staff of IDG's newest publication, *Out-of-this-World*.

- Marc Calvanico, *InfoWorld*

"Due to the very high cost of labor these days, we've decided to hire illegal aliens."

- Nate Castro, *GamePro*

"On this remote planet of XYMF, we are presently testing our new intergalactic network management platform."

- Erik Müller, IDG Denmark

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

***CW* introduces first redesign in five years**

- PAGE 2

IDG News Group takes on contract publishing work

- PAGE 4

IDG Sweden, Australia employees discover common ground

- PAGE 7

IDG *World Update*

VOLUME 22, NUMBER 46

NOVEMBER 16, 1992

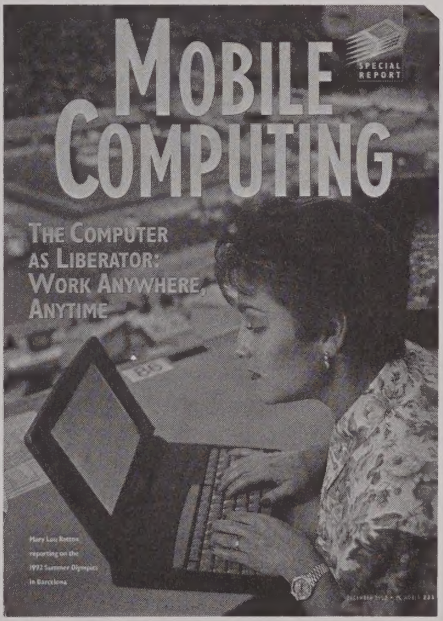
PCW's December issue breaks circulation record

The December issue of *PC World*, which appears in time for this week's Comdex trade show in Las Vegas, may well be the most intricately constructed and widely circulated publication an IDG business unit has ever produced.

Depending on which version a reader picks up, the issue could contain a special report on mobile computing, which will also appear in *Newsweek*, the first *PCW Lotus Edition* and the latest *Multimedia World*. The contents will be nestled within one of five covers—a subscriber edition, various international editions and a test cover—displaying the new *PC World* logo and design.

In all, there are 26 versions of the December issue, compared with four in a regular month. The largest version logs in at 570 pages, the smallest 450 pages. The print run of 1.3 million is believed to be the largest ever for an IDG publication.

With the 40-page editorial report on mobile computing, *PC World* and *Newsweek* have combined forces to give their readerships an in-depth look at one of the fastest growing segments of the PC industry. The section was written independently by *PC World* editors. The report profiles mobile computer users; offers reviews of products such as pen computers, hand held PCs and sub color notebooks; and includes a holiday gift buyer's guide. One of the users profiled is Senior Editor/Reviews **Owen Linderholm**, who set up an "office" in a hospital room where his wife was confined for two months during a difficult pregnancy.



***PCW's Mobile Computing* section will also appear in 1.3 million issues of *Newsweek* this month.**

PC World produced an additional 1.3 million copies of the mobile computing section that will appear as a special pull-

- SEE PAGE 6

Global Computer Express takes off

In just its second issue, IDG's Taiwan-based *Global Computer Express* (*GCE*) has advanced to the No. 2 position among the four publications serving computer product importers in Europe.

GLOBAL COMPUTER EXPRESS

GCE is designed to inform the 17,000 people in Europe who account for over 80% of the buying power for imported computer subsystems, peripherals and systems and software into Europe. The first sample magazine, dated July 1992, was unveiled in June at Computex '92 in Taipei, Asia's largest showcase of high-tech products.

Under the direction of Publisher **Jack Wang**, October's premiere issue of the monthly publication has already resulted in hundreds of faxed inquiries to advertisers from qualified buyers and thousands of qualification cards have been received from readers wishing to continue receiving *GCE*.

Positive advertiser reaction has resulted in prebookings for FY93 equal to

- SEE PAGE 5

CW takes wraps off reader-friendly redesign

This week's issue of *Computerworld* marks some major changes for the weekly newspaper. Not only is the publication embarking on its first redesign in five years, but the behind-the-scenes mechanics of putting out the newspaper have changed dramatically.

The most noticable changes to IDG's flagship publication is its appearance. With the help of consultant Ronn Campisi, the same designer who oversaw *CW*'s redesign in 1987, the publication has revamped its look for greater readability and flexibility in layout. The redesign features expanded use of color and graphics and new typography as well as a 14-column rather than 5-column grid.

Bill Laberis, *CW*'s editor-in-chief, said the redesign is in direct response to readers' requests for a more readable publication. "The redesign makes it easier for *CW* readers to locate items of interest, providing multiple access points to every story," he said.

In addition to the design changes, *CW* now features the following:

- A new matte-coated paper stock for better quality photos and a 120-line screen resolution, providing better editorial and ad reproduction.
- An index listing every company mentioned in the publication.
- A revamped Executive Briefing page, summarizing the week's coverage.
- An expanded Management section, consisting of the former Executive Report and Manager's Journal sections.
- A compact trim size of 10 5/8 by 13 1/2 inches, making the paper consistent with other IDG newsweeklies, for easier ad placement across IDG titles.
- Four new columnists — Esther Dyson, industry guru and editor of the newsletter *Release 1.0*; **John Gantz**, industry analyst and senior vice president of IDC; Michael Schrage, writer and consultant on issues relating to how technology shapes human interaction; and Elaine Bond, senior technology consultant and Chase fellow at Chase Manhatten Bank.

SYSTEM UPGRADE

All of the design changes made in *Computerworld* were possible because the company recently upgraded its publishing technology. Starting this week, the entire issue is produced using a state-of-the-art Atex system that integrates graphics and text in a seamless environment. *CW* is one of a handful of companies nationwide using Atex's latest-generation system.

COMPUTERWORLD
DEC restructuring takes form
USL closes in on distributed view
IS ponders fit for workgroup Windows
Bank revs outsourcing pact
INSIDE
Standards fights vex users
COMPUTERWORLD
Oracle users frustrated by wait for DBMS
FCC opens local net
Micro giants duel
Forget the glitz: Unix Expo attendees seek remedies

Before (left) and after: CW's redeisgn includes a change in column width and expanded use of color and graphics.

Based on IBM RISC 6000 Unix servers, the $850,000 upgrade allows the editors to integrate text created on Atex systems with graphics created on Apple Macintoshes. Editors and copy editors are using 486-based PCs with 19-inch monitors, while writers have been upgraded from dumb terminals to 386-based PCs. The art and design department will continue to use Macintoshes.

Linda Nelson, director of *CW*'s IS department, was responsible for converting the editorial department to new hardware and software after 11 years of working with the old systems. After extensive research into all the alternatives, Nelson said Atex was chosen for its open systems platform, graphical-user interface and WYSIWYG functions.

"It best met all our criteria," she explained.

Laberis said the upgrade allows the copy editors to create pages faster, which in turn can extend deadlines, and offers more flexibility in layout and design. *CW* will also save money in pre-press charges, as most of the pages will be close to camera-ready. The printer will have to continue stripping in photos for the time being. Laberis said he expects a payback within a few years.

"We are not fully aware of all the advantages of the upgrade yet, but they will become apparent to us over time," he said.

CW's copy editors are the most affected by all the changes. Under Chief Copy Editor **Cathy Gagnon**'s guidance, the eight-member team began training and working on the new systems in July. The copy desk has been producing various sections on the new system since then.

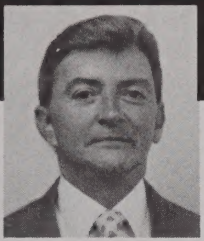
Nelson said the transition has "been very difficult and stressful" for all involved, with software bugs and unanticipated problems making the conversion take longer than anticipated. "But it has also been very challenging," she said.

Laberis acknowleges that most of the hard work involved with the redesign and upgrade lie with the copy desk and IS department.

"The copy editors have labored tremendous hours and worked very hard with the redesign. They were learning a brand new system while at the same time putting out a weekly issue," he said. "The dedication that they have shown has been absolutely unprecedented in the 12 years that I've been here. They and the IS department deserve tremendous credit."

As a special treat, *CW* arranged to have a masseuse set up shop in a conference room last week to give each of the copy editors a well-deserved massage.

On line



ASK WALTER

Q IDG's organizing principle is decentralization. Do you think there are any instances or institutions that call for centralization?

A I would think that there are opportunities for decentralization almost every place one looks today. It is very clear that the mega-company/organizational structure that was so popular after World War II and well into the '70s is something that simply will not work in the long term. When people get too far away from their customer base or lose the focus of what business they are in problems begin and are only exacerbated in many large corporations by the inevitable additional layers of management that are typically introduced.

It would be hard to cite many companies today that are not following the path of decentralization and turning their back on the once prevalent conglomerate approach to growth and prosperity. With the advent of really sophisticated communications it seems that everyone — consumer and producer alike — is looking for highly targeted information or services and the only way to fill that demand is to have highly targeted companies and/or operating groups supplying specific information or products.

Q Is there an internal list of above-average senior managers who are being watched and evaluated for publisher and president positions?

A While there is not an actual "internal list" there is certainly a group of people who are being watched by their managers as potential management candidates for future projects. In a highly diversified corporation that is growing as rapidly as IDG it is extremely important for us to be able to promote from within as often as possible. To do that we need everyone in a management position to be constantly on the watch for those bright and ambitious employees who are willing to go the extra mile to get promotions or to take on additional responsibilities just to prove that they can do it.

Obviously, when nominations are made for the annual Publishing Institute, the U.S. publishing presidents do indeed make up a list of candidates. After the Publishing Institute, we all try to follow the progress of every attendee in the hopes that many (if not all) of them will be able to take on additional management responsibilities.

We have also just organized an internal database of potential candidates for management positions that is being headed up by Brenda Fischer under the direction of Martha Stephens in Human Resources. This database is already proving to be quite valuable to all of our operating units in helping to zero in on potential candidates for top-level positions within IDG.

I believe that our track record for internal promotions has been really quite good and we are always looking for ways to improve.

Q How does the merger of the Reed and Elsevier publishing companies affect IDG operations in the U.S. or abroad?

A I don't really see any impact at all on IDG. If anything, I would think that such a massive merger might actually slow down both companies in terms of their ability to make clear and quick decisions about growth either through acquisition or through start ups in new markets.

Q What's on the agenda for the '92 Worldwide Managers Meeting?

A The agenda is very full. Obviously everyone is very concerned about the world's economic situation and this will be a major topic. We'll also be looking at a number of new areas of possible development for IDG operations and will be spending a fair amount of time discussing how each of the units can better leverage their existing staff and product lines.

One of the high points of the meeting for me is the session during which every IDG president from around the world gives a one-minute description of an idea that substantially changed their business during the previous year. In fact, this particular session has become so popular that we will be filming it so that everyone will have a permanent record of these important ideas.

We will also be looking for worldwide trends that might be emerging in the various technologies and channels of distribution for information technology products. This is something that very much impacts our longer range business decisions.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Bob Metcalfe *InfoWorld* ☐ Ruben Argento IDG Argentina

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Group offers in-house newsletter publishing assistance

IDG business units interested in publishing newsletters can seek the help and expertise of an in-house group that has 20 years of experience in all aspects of the newsletter publishing field. Under the guidance of **Craig Pierce**, vice president of operations of the IDG International News Group, the staff can help business units design, desktop publish and market newsletters as well as manage the products' subscription base.

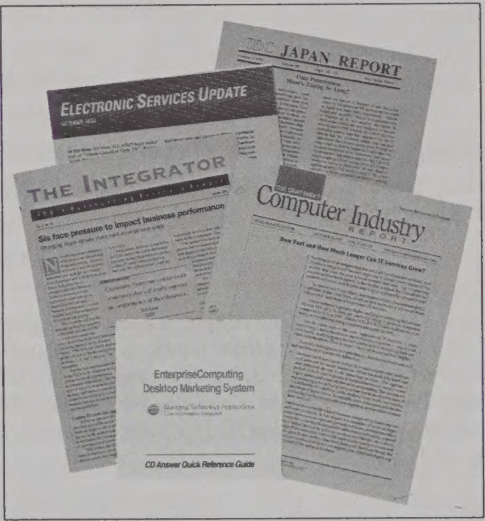
"We have the capabilities, in-house, to help would-be newsletter publishers get started immediately, at a very low cost," Pierce said. "We have an infrastructure in place to handle all aspects of newsletter publishing, from circulation to editing to desktop publishing."

Woirld Update

The newsletter staff consists of Craig Pierce, Sharon Baker (center) and Lee Pillsbury.

In addition to Pierce, the division consists of Circulation Representative **Lee Pillsbury**, who is responsible for database management, circulation and fulfillment, and Editor **Sharon Baker**, who edits, designs and produces newsletters using desktop publishing.

Pierce said he can work closely with business units to assess their contract publishing requirements and assure their respective newsletter proposals address their business units' needs. Once a newsletter proposal has been approved, Pierce's division has programs in place to handle customer service (including order entry, cancellation, change of address), produce a billing and renewal series (both personalized and non-personalized), manage and report revenue on both a cash and an earned/deferred income basis and develop a subscribers' report package that provides several options, including expiration and billing/payment information and source profitability analysis. The group can either do fulfillment in-house or manage the outside fulfillment of the product.



JAPAN REPORT
ELECTRONIC SERVICES UPDATE
THE INTEGRATOR
Computer Industry REPORT
EnterpriseComputing Desktop Marketing System
CD Answer Quick Reference Guide

The News Group's custom publishing division works on an array of publications.

The division can also help business units turn their newsletter ideas into a printed product, using desktop publishing to design the newsletter, layout the editorial, create graphs and charts, write headlines, subheads and captions, edit the text, proofread the pages, and send the finished product to the printer.

The division currently publishes its own monthly newsletter, *The Integrator*, aimed at the systems integration business. It also does all the circulation functions, marketing and desktop publishing for *The Gray Sheet*, IDC's biweekly computer industry report edited by **Doug McLeod** as well as the circulation and fulfillment for *IDC Japan Report*, a monthly newsletter on the Japanese market and *Electronic Services Update*, a monthly newsletter published by LINK Resources. The division is in the process of signing a contract with Emerging Technology Applications President **Paul Earl** to manage the circulation responsibilities for ETA's Enterprise Computing Database, a CD-ROM disk containing stories from *Computerworld*, *InfoWorld*, *Network World*, LINK Resources, TISC and data from IDC.

McLeod, who decided to bring several of *The Gray Sheet*'s functions in-house about a year ago, said Pierce's division has saved him considerable time and money. "I found that tapping Craig's marketing expertise and overall circulation knowledge is a great way to get up and running quickly," McLeod said. "Working closely with Craig and his group is a good way to leverage existing resources and expertise within IDG. He and his staff have helped me reduce my costs while at the same time providing me with excellence in service that is critical to my product."

For further information about the division and its services, contact Pierce at the IDG International News Grouop, 617-423-9030 or fax 617-423-0712.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 16, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

DIRECTOR--PRODUCT DEVELOPMENT AND TECHNICAL SERVICES (IDG/ETA)

This is a Product Development and Technical Services Position with a rapidly growing electronic publishing and database marketing company. Primary emphasis is on developing and producing CD / ROM based information products. The ideal candidate's background should include broad familiarity with various data formats and data preparation issues, PC-based systems, networks and databases. Sensitivity to, and experience with, production deadlines are essential. Programming skills (preferably C) are required. Experience with a wide variety of data content including images, text and numeric data is desirable.

BUSINESS MANAGER (WEC)

The ideal candidate will be primarily responsible for working closely with the World Expo management team and in meeting WEC's business plan. Areas of direct responsibility include budgeting, forecasting and financial analysis. This individual will serve as the direct contact with the IDG Corporate Accounting department. Business management experience in a related industry with a degree in finance, accounting or MBA preferred.

INSIDE SALES ASSOCIATE (NW)

Network World has an immediate opening for a part-time (25 hrs/wk) inside sales associate to work in the Special Projects department. The position involves in/outbound telemarketing for a diverse product line including software, technical seminars, videotapes, etc. In addition to telephone sales, the candidate will be involved in inquiry data entry and mailings, product fulfillment, accounts receivable and customer relations.

PRODUCTION MANAGER (IDG/B)

This individual will be responsible for design, implementation, production coordination and timely publication of books. Will also provide recommendations on software/hardware used in the department. We require a candidate with demonstrated production experience and expertise in desktop publishing (PC and MAC). Must be detail oriented, possess editing and proofreading skills and knowledge of book production processes.

SALES MANAGER (IDG/B)

The individual in this position will be responsible for the New England territory, calling on all accounts and selected East Coast key accounts. Ideal candidate will also be responsible for manufacturer rep. management. Requires a minimum of five years computer book sales as well as key account and rep. management experience. Heavy travel is required.

FEATURES WRITER (IFW)

Responsibilities in this position will include writing features, management articles, technical product analyses, and corporate case studies. Candidates should have one to three years of computer journalism experience. Previous feature-writing experience is desirable.

MARKETING COORDINATOR (MAC)

Responsibilities in this position will include assisting marketing managers in the development of marketing and sales programs, coordinating and trafficking promotion materials; including direct mail and newsletters, coordination with outside vendors, researching competitive information, monthly expense tracking and processing of department invoices. Must have excellent oral and written communication skills. Macintosh word processing and spreadsheet experience required.

ASSISTANT EDITOR--NEW PRODUCTS (MAC)

The purpose of this position is to research, write and edit New Products and Letters. The ideal candidate will also be responsible for compiling Best-Sellers, researching consumer topics as necessary, meeting with vendors and representing the magazine at industry events. Writing and editing abilities adequate to perform the duties as outlined above are required as well as a basic familiarity with microcomputers and experience in the Macintosh industry . Good organizational skills and experience managing information also required. A technical background is preferred.

Job Opportunities

Revised: November 16, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Office Services Coordinator	Framingham, MA	M. Cornetta	(508)935-4734
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Marketing Support Intern	Framingham, MA	A. Roskey	(508)820-8642
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Production Manager	Cambridge, MA	J. Smith	(617)225-6817
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Senior Editor	*Network World*, San Francisco, CA	J. Gallant	(508)820-7426
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Senior Analyst PC Conn/Term.	Framingham, MA	E. O'Brien	(508)935-4215
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
IDC	Analyst, Data Communications	Framingham, MA	D. Gold	(508)935-4633
IDC	Senior Analyst - International	Mountain View, CA	P. Pastrone	(415)691-1678
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Mktg Svcs/Trade Show Mgr	*Federal Comp.Week*, Fall Church, VA	L. Kirchoff	(703)876-5100
IFW	Features Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Designer	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	PC Letter Coordinator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (1)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Sales Manager	IDG Books, Boston, MA	C. Neumann	(415)572-7341
PCW	Fact Checker	*PCWorld*, San Francisco, CA	A. Kandra	(415)267-1750
PCW	Administrative Asst. --Circ.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Account Rep.--West Coast	*PCWorld*, San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Administrative Asst. - Editorial	*PCWorld*, San Francisco, CA	C. Grossman	(415)978-3275
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Account Manager	*Publish*, San Francisco, CA	N. Versen	(201)587-0090
IMI	Administrative Asst.	*Publish*, San Francisco, CA	P. Gladysz	(415)267-1756
MAC	Assistant Editor--New Products	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	P/T Telephone Interviewers (2)	*CWPI*, Framingham, MA	A. Farias	(508)935-4688
CWPI	Account Executive	*CWPI*, Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI*, Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
GPI	Staff Accountant	*GamePro*, Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro*, Chicago, IL	R. Hoefer	(708)827-6094

East Coast Collaborative Training Program

Courses offered for November, December and January

For West Coast Listings see Overleaf

Management Program

Course	Date	Time	Location
Management Guidelines	Monday, December 14,	9:00 am - 5:00 pm	IDC Boardroom B
Fundamentals of Management	Monday, January 11, 18, 25 &	9:00 am - 1:00 pm	IDG Tax Conf. Rm
(Four half day modules)	Monday, February 1,	9:00 am - 1:00 pm	IDG Tax Conf. Rm

Professional Program

Course	Date	Time	Location
Basically Writing	Wednesday, December 2,	9:00 am - 5:00 pm	IDC Boardroom B
	& Thursday, December 3,	private conferences	IDG HR Conf. Rm
Presentation Skills	Wednesday, January 13 &	9:00 am - 5:00 pm	IDC Boardroom A
	Thursday, January 14	9:00 am - 5:00 pm	IDC Boardroom A

Wellness Program

Course	Date	Time	Location
Stress Management	Monday, November 16,	8:30 am - 12:30 pm	IDC Boardroom B
Infant CPR	Tuesday, December 8 &	3:00 pm - 7:00 pm	IDC Boardroom A
	Wednesday, December 9,	3:00 pm - 5:30 pm	IDC Boardroom A

Technical Program

Executrain--PC Courses

Course	Date	Time	Location
Intermediate Lotus	Thursday, November 19	1 day (8:30 - 4:30 pm)	Executrain
Beginning Excel 4.0	Tuesday, November 24	1 day (8:30 - 4:30 pm)	3 Speen St., Ste 200
Beginning Excel 4.0	Monday, January 11	1 day (8:30 - 4:30 pm)	Framingham, MA
PageMaker 4.0	Wednesday, December 2	1 day (8:30 - 4:30 pm)	
Intermediate Paradox	Tuesday, November 24	1 day (8:30 - 4:30 pm)	
Intermediate Paradox	Wednesday, January 27	1 day (8:30 - 4:30 pm)	
Intermediate WordPerfect	Wednesday, November 18	1 day (8:30 - 4:30 pm)	
Windows 2.1	Tuesday, January 26	1 day (8:30 - 4:30 pm)	
Word for Windows 2.0	Monday, January 25	1 day (8:30 - 4:30 pm)	

Professional Development Inc. (PDG)--Mac courses

Course	Date	Time	Location
PageMaker, Intro.	Wednesday, November 18	1 day (9am - 5pm)	PDG Inc.
	Friday, December 18	1 day (9am - 5pm)	Sheran Building
PageMaker, Advanced	Monday, November 30	1 day (9am - 5pm)	160 Cochituate Rd.
	Tuesday, December 29	1 day (9am - 5pm)	Framingham, MA
FileMaker (2 day session)	Tues., Dec. 15 & Wed., Dec. 16	2 day (9am - 5pm)	
Excel, Intro. (2 day session)	Thurs., Nov. 19 & Fri., Nov. 20	2 day (9am - 5pm)	
	Mon., Dec. 21 & Tues., Dec. 22	2 day (9am - 5pm)	
Excel, Intermediate	Wednesday, December 23	1 day (9am - 5pm)	
Quark Xpress	Monday, November 30	1 day (9am - 5pm)	

The most popular technical courses and locations have been listed. Other technical courses and locations are available. For more information, call Theo Guest at 508-935-4766 or contact your HR representative.

IDC and IDG locations are at 5 Speen St., Framingham, MA

Management / Professional / Wellness / Technical Programs

IDG West Career Training & Development Program

Courses offered for November, December & January

For East Coast Listings see Overleaf

Management Development

Course	Date	Time	Location
Do good Managers Manage less? How to be a Successful Manager at IDG	Monday, December 7,	8:30 am - 5:00 pm	Hyatt Regency, San Francisco Airport
How to get Information to flow: A course in Management Communication	Monday, January 25	8:30 am - 5:00 pm	Hyatt Regency, San Francisco Airport

Professional Development

Course	Date	Time	Location
Conquering Procrastination	Tuesday, December 1	8:30 am -12:30 pm	China Basin 185 Berry St., Ste. 6440 San Francisco
Communication and Positive Assertion	Monday, December 14	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills--Basic	Monday, January 11	8:30 am - 12:30 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA
Presentation Skills--Advanced	Monday, January 11	1:00 pm - 5:00 pm	IFW 155 Bovet Rd., Ste. 800 San Mateo, CA

Technical Development

Course	Date	Time	Location
Quickmail for the Mac	Tuesday, December 8	(1:00 - 3:00 pm)	Abacus Training 130 Battery St., Ste. 380 San Francisco, CA
Windows for the PC--Basic	Tuesday, December 8	1/2 day (8:30 - 12:30 pm)	
Filemaker Pro for the Mac--Basic	Tuesday, December 15	1/2 day (8:30 - 12:30 pm)	
Microsoft Word for Windows	Tuesday, January 12	1/2 day (8:30 - 12:30 pm)	
Microsoft Word for the Mac--Interm.	Tuesday, January 26	1/2 day (8:30 - 12:30 pm)	

management / professional / technical Development

For more information, call Laurie Durlester at 415-312-0594 or contact your HR Representative.

Management / Professional / Technical Development

GCE

- FROM PAGE 1

sulted in prebookings for FY93 equal to over 33% of the total planned revenue for the year. Sales Manager **Victor Wen** reported that advertisers are delighted by response to their ads in the first issue. "They are already spreading the word in the Asian computer industry that *GCE* is the most cost-effective way to reach European computer buyers who buy direct from Asia."

Editor-in-chief **C.S. Jason Hsieh** said he aims to give readers product and industry knowledge, price information and the negotiating skills necessary to purchase their computer products from Asia in a cost efficient and effective manner. Editorial focuses on new products, new technology developments from Asia—primarily Taiwan—and trends and developments in the European market.

"Sourcing from Asia is a very difficult and tricky task if you do not know the territory," Hsieh said. "That is the reason we are here at the center of Asia's great production base—to be a trustworthy guide for our readers. Our main objective is to be a bridge between European volume buyers and Asian vendors."

Circulation Manager **Michael Lim** said he expects all 17,000 recipients of *Global Computer Express* in Europe to be fully qualified by the end of December. *GCE* will have information about the value of their budget for importing computer products and the specific products they intend to purchase during the next year.

In the coming months, Wang plans to expand both reader and advertiser services. Advertisers will have access to the database of readers for sales lead identification services. Readers will have access to the detailed database of IT vendors in Asia maintained by *GCE* as a way to establish a shortlist of the most qualified vendors for each type of computer product in Asia.

Wang also plans to establish separate editions of *GCE* targeting North and South America in the future.

"Having already surpassed two long-established competitors serving computer sourcing in Europe by our second issue, we expect to become the No. 1 computer sourcing publication for Europe by mid-1994 and surpass *Asian Sources* as the world's largest computer product sourcing publication family by 1997," he said.

GCE's progress reflects the power of cooperation within IDG's global family. **Simon Pearce**, senior research director of IDC U.K.'s European PC Service, played a key role in assembling the target circulation for *GCE* in Europe. He also writes a monthly article for *GCE* on PC buying trends in Europe. **Vincent Half** of IDG Netherlands serves as a production consultant and coordinates the printing of *GCE* in the Netherlands. The final editorial content prepared in Taipei is electronically transmitted to the Netherlands for printing and mailing, so that only seven days elapse between editorial preparation in Taiwan and receipt of the publication by its readers in Europe.

IDG Chairman **Pat McGovern**, who recently visited the *GCE* staff in Taipei, said, "*GCE* has the most talented team in the technology sourcing publication field. I have full confidence they will achieve their objective of being No.1 in the world by 1997."

IDG
TAIWAN
COMPUTERWORLD
PC WORLD

IDG Taiwan

Pat McGovern (with publications) toured the IDG Taiwan offices and met with (from left) *GCE* Market Trends Editor James Carroll, *CW Taiwan* Publisher James Lai, *GCE* Editor-in-Chief Jason Hsieh, IDG Associate for Business Development Hugo Hsiung, *GCE* Publisher Jack Wang, *PCW Taiwan* Editor-in-Chief Jennifer Wang and IDG Taiwan President Harry Yen.

Wang tapped to run IMS Taiwan

IDG has announced that *Global Computer Express* Publisher Jack Wang has been named head of the IMS office in Taiwan.

Wang plans to greatly expand the sales resources available to IMS Taiwan by calling on the support of the four sales people at *GCE* to also sell the total family of IDG publications.

"Jack has already proven his skills in selling international advertising in Taiwan by heading up the sales effort of *Global Computer Express*, which resulted in $600,000 of advertising space being booked within the first three months of his selling effort," said IDG Chairman Pat McGovern.

Wang was most recently director of marketing at the *Commercial Times*, the largest business and financial publication in Taiwan.

Noteworthy!

PROMOTIONS

Rather

ISG

ISG's **Robin Rather**, most recently director of the Future Technology Service as well as Custom Consulting and Special Projects, has been promoted to director of new business and sales for ISG.

"In her new role, Robin will manage the ISG sales and marketing effort and will be directly responsible for meeting or exceeding ISG revenue objectives," said Government Information Technologies Group CEO Ken Kaplan. Rather came to ISG almost four years ago as an analyst in the Communications Technology Service and has also worked with the Federal Data Service.

TRANSFERS

Winders

IDG

Deborah Winders, newly appointed vice president of circulation for *Network World*, will be responsible for circulation strategy and budget managment and will also assume a strategic position in circulation marketing and support of the magazine's sales efforts. Winders was most recently director of circulation for *Digital NEWS* and program director for *Digital NEWS*' Extras Program. During her six years at IDG she has also served as group circulation director of *DN*, *CIO* and *Federal Computer Week*; circulation director of *MacintoshToday* and fulfillment manager of *PC World*, *Macworld* and *Publish*.

NEW EMPLOYEES

Terry Sanders-Prentice joins the Atlanta sales office as the advertising sales assistant for *Network World*. She holds a BA in mass communications/broadcast news and production from the University of South Florida and enjoys reading, cooking and writing poetry, short stories and scripts.

■ ■ ■

Joanna Pearlstein has joined *Macworld* as an editorial assistant. She will schedule and host product demonstrations, order products, fact-check articles, and work on special projects as assigned. Pearlstein received a BA in English from Vassar College in Poughkeepsie, NY, and enjoys classical piano.

PC World

- FROM PAGE 1

out section in the November 23 issue of *Newsweek Business*, a demographic edition distributed to 750,000 professional/managerial subscribers, and in the newsstand copies of *Newsweek* begining Novemb 16.

"The subject matter is compelling and of great interest to readers of both computer and general- interest magazines," said *PC World* Publisher **Rich Marino.** "This is the first joint publishing project with *Newsweek*, offering advertisers access to people who have a strong interest in mobile computing products." More cooperative ventures with other publications are being planned.

Advertisers in the report include Intel Corp., AST, Compaq, Dell, IBM, Leading Edge, Microsoft, Texas Instruments and Toshiba.

According to **Linda Manes Goodwin**, *PCW*'s vice president of manufacturing, the December magazine was produced essentially in the same time frame as any other issue. "We just had to cope with more pages than ever coming through here—more of everything, actually," she said.

Some sections did close early in order to get the production process underway faster. The *Lotus*, *Multimedia World* and mobile computing sections had to be prestitched, a step *PCW* had never taken.

In addition, the bindery process went through 54 label breaks, representing the number of times the process is stopped to create different versions of the publication. Five label breaks are the norm.

SPECIAL REPORT

Besides inserting the different sections and covers, the binding also incorporated 18 different renewal breaks (compared to nine normally) to insert renewal notices. Futhermore, several advertisers wanted to do a regional split across all subscribers by zip code (called an A/B/C split to represent the Western, Central and Eastern parts of the U.S. and Canada), which *PCW* had never attempted before.

Circulation Business Manager **Noël White** said one of the many challenges she faced was making sure the fulfillment house ran all of the labels correctly. "It usually takes a day, but this time it took a week," she said.

White credited a series of weekly coordination meetings between production and circulation, chaired by Manes, for keeping the issue on a steady course. Subscription Director **David Ball** and Senior Production Manager **Laura Smith** were the other key members. One week the group brought in representatives from research, ad sales and editorial to clarify how many editions were being produced and how they were structured.

To add yet another unknown element to the workload, the staff also decided to use a different grade of paper for the *Lotus* edition. As the print order rose and the ad pages increased, Manes had to order an additional 150 tons of paper at the last minute. "The paper merchants definitely appreciated our business!" she said.

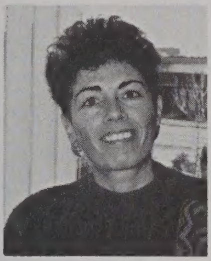
PC World usually uses 400 to 500 tons of paper for an average print run. For the December issue, 1,150 tons were used.

Overall, teamwork, in as well as sheer size, were the hallmarks of the issue. "Credit goes to everyone at *PCW* for getting the job done," Manes said.

Network World honors employees with varied awards

Network World recognized several outstanding employees recently during a series of award presentations. Chicago District Manager **Dan Gentile** earned Salesperson of the Year honors, while Boston District Manager **Donna Pomponi** received the first Closer Award.

According to Vice President/Sales **Tom Wilson**, Gentile best exemplified the attributes of achieving performance goals and market share while demonstrating exceptional teamwork and dedication. As the sales representative who best exemplified the goal of closing orders, Pomponi achieved her award based on her outstanding sales effort on the Interop preshow issue of October 26.


World Update

Pomponi

The entire sales staff contributed to that record-setting issue: the 136 page folio was the largest in the publication's history both in terms of total pages and run-of-press (ROP) pages (72 1/2) and helped propel *NW* to its biggest month ever for ROP pages (180).

Back at *Network World*'s home office, Senior Advertising Coordinator **Linda Miller** received this quarter's President's Award. The award is based on nominations submitted by **Network World** colleagues to recognize an individual's commitment, enthusiasm, teamwork, quality performance and service.

World Update

Miller

Network World

Past President's Award winners Donna Kirkey (L), Cheryl Tynan, Eleni Brisbois and Bobbie Cruse.

International relations—IDG style

Just how small a world it really is became clear to two IDG employees recently - one in Australia and one in Sweden. Jan Wikström is the editor of IDG Australia's *Windows World* and a native of Sweden living in Australia. Searching through the Swedish church's civil status and residence records, Jan's brother Dan was able to locate their brother Per-Erik, with whom they had had no contact since 1941. In the middle of this discovery, Jan also learned that Per-Erik's daughter, Carin Ståhl, works at IDG Sweden as a subscriptions assistant.

"With a niece in the Swedish branch [of IDG] and an uncle on the opposite side of the world, how's that for an extended family?" marveled Jan, who is curious to know if IDG has other international families in its worldwide offices.

The three brothers have not yet all gotten together, but family members are planning a reunion, possible in January. Jan's eagerness to attend is evident in his willingess to "travel voluntarily to Sweden in winter, leaving the Australian beaches behind!"

IDG Australia

Wikström

IDG Sweden

Ståhl

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the third week in November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS

James Warmack - LINK Resources
Rita Gregersen - IDG Denmark
Craig Pierce - IDG Int'l News Group

SIX YEARS

Joanne Cummings - *Network World*
Jake Widman - *Publish*

FIVE YEARS

Karin Lorenz - *Computerworld*

FOUR YEARS

Don Kennedy - IDG Australia
John Rousseau - *GamePro*
Denise Perreault - *Computerworld*
John Block - CW Database Division

THREE YEARS

Tim Johnson - *Macworld*
Donna Cahill - IDG
Michelle Wheatley - *GamePro*

TWO YEARS

Henry Trull - IDC UK
Donald Seay - *Network World*
Susan Woodworth - *CIO*
Paul Smith - *InfoWorld*
Connie Brown - *Computerworld*

ONE YEAR

Su Fin Fong - *Computerworld Malaysia*
Patrick Gorman - IDC
Irene Ford - IDC UK
Candace Murphy - IDG
Sherry Goodrich - MSD
Laura Gillen - IDG
Nancy Low - *PC World*
Jeffrey Dorsch - *Electronic News*
Dan Holden - *Electronic News*
Bernard Levine - *Electronic News*
Richard McCausland - *Electronic News*
Jack Robertson - *Electronic News*
Craig Stedman - *Electronic News*
Stuart Zipper - *Electronic News*

Do-er's profile

Mary Fanning

World Update

- **HOME:** Waltham, Mass.

- **PROFESSION:** Director of Financial Operations, *Network World*

- **JOINED IDG:** August 1983

- **WHY DO YOU DO WHAT YOU DO?** It's been very exciting to be a part of *Network World*'s growth, from the start-up stage into the leading networking publication it is today. Being a part of this has always created new and challenging opportunities for me.

- **BEST PART OF YOUR JOB:** I like the diversity of my work and having the opportunity to be able to work with the great team of people at *Network World*.

- **LATEST ACCOMPLISHMENTS:** (Work) Completing the FY 1993 budget with the help of all the *Network World* managers. (Personal) Totally refinishing/remodeling my house.

- **MOST CHALLENGING PART OF YOUR JOB:** Finding enough time to complete everything.

- **OUTSIDE INTERESTS:** Tennis, bicycling, antiquing and sewing.

- **FAVORITE VACATION DESTINATION:** The National Sea Shore end of Cape Cod, Mass. I love the ocean, and these beaches are some of the most beautiful I've ever seen.

- **FAVORITE FOOD:** Almost any Italian dish.

- **WORDS TO LIVE BY:** Live for today.

- **ROLE MODEL:** My mother for her love, honesty, devotion and endurance.

- **GOAL IN LIFE:** To find a balance in my personal and work life.

- **COLLEAGUE'S PROFILE:** "Mary is the glue that holds *Network World* together. A seven year veteran who's served in various capacities from the publisher's assistant to the director of financial operations, Mary is familiar with all aspects of publishing and has been a key contributor to its success. Her enthusiasm and can-do work ethic is an inspiration to us all."

IDG *World Update*

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EDITORIAL DIRECTOR
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CONTRIBUTING EDITORS
David Bromley   Sharon Baker

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Additional Chairman's Award recipients take a bow
- PAGE 2

IDC Scandinavia's Edward O'Hara looks at the Unix market
- PAGE 3

IDG managers reveal best ideas of 1992
- PAGE 4

IDG World Update

VOLUME 22, NUMBER 47 NOVEMBER 23, 1992

Worldwide managers review '92 events

IDG managers from more than 40 countries attended the annual Worldwide Managers Meeting held earlier this month in Kona, Hawaii.

The largest gathering ever of IDG management addressed such issues as global economic conditions, IDG growth in the 1990s, new product opportunities, non-advertising sources of revenue and the competitive environment.

The meeting consisted of three intensive days of group sessions, workshops and presentations by business unit heads and product champions. Workshop leaders presented group findings to the entire gathering.

Pat McGovern

"IDG is positioned to grow strongly right through the '90s because we focus on customers, not competitors."

One key area addressed by the managers was resource sharing. There was wide agreement that the willingness of IDG companies to share knowledge, training, experience, expertise and resources with one another is a unique aspect of IDG. The sharing of everything from marketing services, news services and research to informal knowledge transfer at various IDG meetings is a great strength of the company.

In addition, the sharing of projects among publishing, research, show and book divisions of the company enhances the opportunities for all. Many managers described how new levels of cooperation were helping their business.

A number of publishers also noted they are now working very closely with IDC business units, and many divisions are selling IDG books or using them as promotional aids.

Managers agreed to step up the resource sharing and called on senior management to promote such sharing. It was suggested that IDG Chairman and CEO Pat McGovern periodically request a note from managers around the world explaining what they have done lately to share resources with sister companies.

As usual, McGovern wrapped up the meeting with his global vision of the IT industry and IDG's future. Though some markets still face difficult economic times, there is broad consensus that the global economic recession is ending. IDG is positioned strongly as the only global supplier of IT information and is expected to grow to five times its current size by the turn of the century.

Marnfeldt earns Chairman's Cup

Dwyer Lindgard

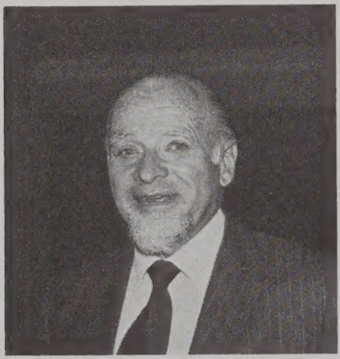
Bengt Marnfeldt, general manager of IDG Sweden, received the 1992 Chairman's Cup for overall management excellence. IDG Sweden's FY92 profits were significantly ahead of plan and prior years. The business unit has achieved significant improvements in market share in all key markets and has enjoyed success with its new shows and new launches such as *Corporate Computing*.

1992 Chairman's Award winners

Entrepreneur of the Year

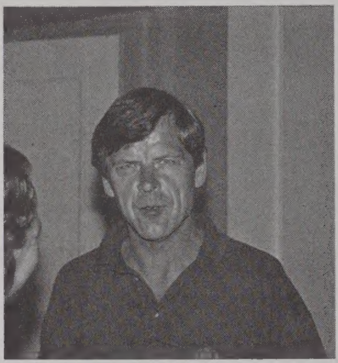
John Kilcullen, IDG Books

Greatest improvement in profit margin for a publishing company; largest percent gain in advertising revenues



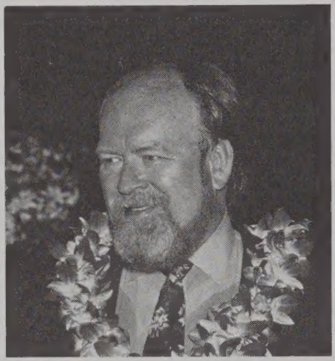
Kalman von Vajna Nagy, IDG (and *CW*) Venezuela

Largest percent gain in subscription revenues for a publication



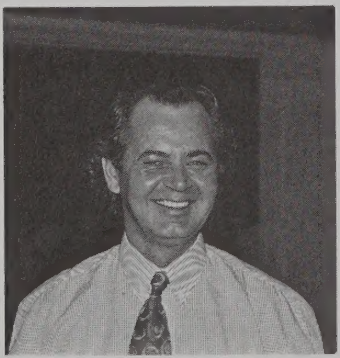
Preben Engell, *CAD/ CAM World*, Denmark

Largest percent gain in market share for a publication

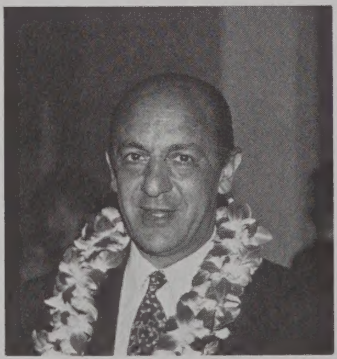


Don Kennedy, *CW Australia*

Most successful publication launch in past two years (tie)



Morten Hansen, *PC World Express*, Norway



Ruben Argento, *InfoWorld Argentina*

IDC's O'Hara named to new area manager post

IDC Europe President Roberto Masiero has named Edward O'Hara to the new position of area manager for Northern Central Europe.

O'Hara will continue to serve as managing director for IDC Scandinavia and will oversee operations in Germany, Switzerland, Austria and Eastern Europe.

"I see my mission as trying to integrate the IDC companies in the central and northern region into effective business units," O'Hara said. "The goal will be to bring IDC Germany up to the level of profitability of the other offices in the region."

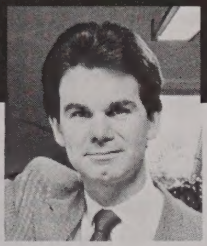
O'Hara said that while IDC Germany Managing Director Tom Tiefenbrunner will be responsible for the integrated profitability of the German office, his role will be to work with each product center at a more micro level and ensure that each profit center functions in an effective way to reach profitability.

"The growth prospects for this European region are tremendous," Masiero said. "The northern and central region comprises close to 55% of the entire European market and as such represents the largest share of European potential for IDC."

O'Hara said IDC is planning to close the IDC office in Munich and centralize the German activities in Kronberg.

"By bringing Scandinavia and the central region together we'll be able to consolidate our research. Each center should be more profitable than before," he said.

On line



ASK EDWARD

Edward O'Hara, managing director of IDC Scandinavia and the central European region, takes a turn as guest columnist this week.

Q What are the major departments at IDC Scandinavia, and how do you interact with the other IDC offices in the region?

A IDC Scandinavia is split into a number of profit centers. There are two European Expertise Centers—the Unix Center and Software and Services, which we acquired almost three months ago from IDC France. We also have a competitive analysis program, which studies European manufacturers' IT products and services, and a communciations research program, which looks at future high-speed communications technolgies. One element of this is the ESPRIT research program, funded by the European Commission, for which we research and evaluate the technical and marketing prospectives of ESPRIT's new products related to integrated high-speed networking. Finally, the local Compucast project enumerates all the local markets for Sweden, Denmark, Norway and Finland.

Each of these programs are marketed throughout the four countries. All four IDC offices function as profit centers, and there is an integrated product portfolio for all the centers. I'm pleased to say that in FY 1992, for the first time, all four offices are profitable, and we plan to maintain that profitability.

Q What changes do you see in the European Unix market in 1993?

A We can clearly see a consumer market appearing for Unix systems. In Europe, we're going to see Unix becoming a kind of glue, bringing together all kinds of systems for consumers. It's not business-to-business anymore, its everybody-to-everybody. That's also happening in the U.S., but the European movement is more rapid. Open systems have always provided a more neutral stance for European users, and they were the first to accept it widely. In Europe there is a steady acceleration to a standardized platform environment for vendors and users to more easily build functionallity into information systems and not be dependent on specific vendors. This will speed the drive of IT into the consumer market. We are working more closely now with PC vendors and software houses to identify distribution channels for the consumer market, which will become the dominant IT market in the '90s.

Q What new projects are on tap for 1993 at IDC Scandinavia?

A The hottest topic not only applies to our office but to IDC offices worldwide: our emerging program of vertical analysis. This is where we look at IT markets in terms of the industries to which they're applying it. IDC Scandinavia is currently working on a major project with IBM covering nine industries that include banking, insurance, manufacturing, retail, wholesale, services and central and local government. We've created a market map that identifies IT products in relation to their applications within industries.

The ESPRIT project is interesting, because integrated high-speed networking is vital to Europe's future. It's going to be installed in all EC countries as a metropolitan-area network facility for integrating European cities. We're identifying the need for an advanced integrated network facility throughout Europe in 1995 and beyond, which will bring together voice, video, image and data.

Next year, we're also introducing a program with Washington University in St. Louis entitled "The Business Value of Computing," which will identify the business issues involved in a return on investment in IT. The idea for the program started when I met Prof. Robert Benton, who has conducted extensive research on this subject, at this year's IT Forum in Venice. We'll form a joint research team and look at case histories of particular U.S. and European companies in various industries to understand what they have gained through the use of IT. The information will be used to teach vendors and users to emulate the success of IT investments in similar or related industries.

This kind of project could help get the IT industry out of the doldrums by identifying the gains made in applying IT. IBM, for example, is very interested in participating. We see this as a project that will steadily build up into a long-term program. Right now we're in the midst of launching a prospectus to send to IDC offices worldwide to see who would be interested in marketing the program.

Q IDC Scandinavia's philosophy is that "everyone's a profit center." How does the company operate without strict divisions between analysts and salespeople?

A This is achieved through integrating the talents of salespeople with research people and having individuals accept full economic and research responsibility for a program. The implementation challenge is that research people have to learn the laws of commercial science and salespeople have to learn the laws of research science. Combining research and sales breaks down the old specialized roles but has the advantage of enabling people to broaden their minds and take responsibility for their lives. It doesn't mean former salespeople have to do research all the time, but they must work within the research program. A particular program can be made up of technical and commercial people, but they would interchange their work and together control the profitability and the performance of the program. Right now, this is unique to IDC Scandinavia, but we do plan to implement it at IDC Germany.

Managers shine one minute spotlight on best ideas

One highlight of the recent IDG Worldwide Managers Meeting was the annual Great Ideas session. Each attendee had one minute to describe the best idea to come out of his or her business unit in 1992. The following is a sampling of those Great Ideas.

Gordon Haight, Integrated Media

SunWorld

A 1992 challenge was to turn around *SunWorld*. *SunWorld* obtained the Sun policy manual for co-op advertising programs and designed a series of products to attract co-op dollars. The new VAR edition of *SunWorld* should generate several hundred thousand dollars in 1993.

István Bíró, IDG Hungary

The best idea in Hungary was to launch a 20-page *Macworld* insert in *PC World*. In addition, every Mac sold in Hungary comes with a free trial subscription to *PC World/Macworld*. In the first few months the program added 400 new subscriptions.

Peter Rauchfuss, publisher, *Computerwoche*

Computerwoche looked at a variety of gifts to promote circulation, but the staff concluded potential readers had all the calculators, pens and clocks they needed. They decided what computer professionals did not have was time with their families. They made an agreement with a local hotel organization to trade ad space for free weekends in Austria and gave them as circulation premiums.

Manfred Weiss, IDG Austria

Computerworld Austria published a special issue about the top 300 computer firms in Austria, which included information on hirings, firings and bankruptcies. The issue greatly increased *CW*'s credibility and was a big revenue boost.

S.W. Chan, Asia Computerworld

Computerworld editions in Hong Kong, Malaysia and Singapore serve business decision makers, but there was no PC user publication. *PC World* was launched simultaneously into the Hong Kong, Singapore and Malaysian markets ahead of any competitors.

Jim Martin, Macworld

Macworld really wanted to know what customers were thinking. They organized four focus groups where the participants did not know who was sponsoring the session. As a result of what the staff learned, they threw out 25% of their sales materials and three research reports the clients did not want and obtained substantial savings in the marketing budget.

Tang Bao Xing, *China Computerworld*

計算機世界
CHINA COMPUTERWORLD

China Computerworld created new sections for the newspaper covering such areas as international news and features. The format created two new premium ad locations in each section that are sold for 20% extra.

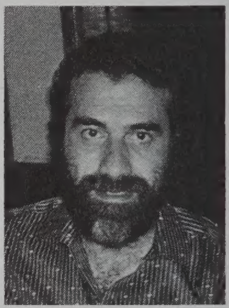
Don Kennedy, IDG Australia

IDG Australia spearheaded an effort to create an Australian computer publishers association. Competitors banded together to deal jointly with issues such as credit problems, research and postal rates to the benefit of the entire IT publishing industry. They still compete ferociously, but they have the best interests of the industry in mind.

Boris Antoniuk, Russia

New government regulations in Russia made any advertising in excess of 2% of revenues non tax deductible. The Russian publications began giving away advertising space to clients who signed consulting agreements, because business consultation expense is fully tax deductible.

Ciro Villate, *CW Colombia*



In an effort to raise the status of the IT press in Colombia, *Computerworld Colombia* sponsored a forum to define the role and credentials of IT journalists in the country.

Rich Marino, publisher, *PC World*

PC World staff was considering doing a special report on mobile computing. Intel heard about the idea and sponsored the 40-page section in the December issue. In addition, the material produced by the *PC World* staff has been published again in December in 1.4 million copies of *Newsweek*.

Bob Metcalfe, CEO, InfoWorld

InfoWorld Circulation Director **Pat Crotty** found a circulation person who really wanted to do sales. He hired her and together they did a sophisticated unitization audit. Crotty then sent her, as a circulation expert, on the road to sell the publication by explaining the significance of the audit results to customers.

Bengt Marnfeldt, IDG Sweden

IDG Sweden hired a summer intern to call the top 100 customers and ask what they disliked most about IDG Sweden. She found five major complaints which IDG Sweden addressed, producing an extra $225,000 in business.

- SEE PAGE 5

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 23, 1992

*The Job Opportunity Listing will be published weekly in the **IDG World Update** indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.*

MAILROOM ASSISTANT, PART-TIME (NWW)

This 20 hour per week position will be responsible for processing mail, delivery of mail and supplies, warehouse runs, organizing inventories and a wide range of miscellaneous duties. The ideal candidate must be dependable and a team player. The position requires a valid Mass. driver's license and a good driving record. Postal experience is a plus.

RESEARCH ANALYST, INTERNATIONAL (IDC)

Responsibilities in this position include answering customer service inquiries, writing and editing of research reports and marketing materials and providing support to sales and IDC foreign offices. Candidate should have a bachelors or masters degree, preferably in an international discipline, and have computer literacy in word processing and spreadsheets. This individual must possess excellent oral and written communication skills. One or two years experience in an information technology environment desirable and foreign language ability a plus.

REGIONAL SALES MANAGER, MIDWEST (CIO)

CIO is seeking an experienced sales professional to sell Ad. space to high technology companies in the Midwest territory. A minimum of 7 to 10 years of outside sales experience in the computer / communications / software related industry is required.

REPORTER (FCW)

Federal Computer Week is seeking a reporter to cover the government's use of information technology. A degree in Journalism or equivalent is required and experience is preferred. This position is for 'news hounds' only.

PRODUCTION ASSISTANT (PCW)

This individual will assist with booking and billing of PC World and its ancillary products on the OMNI system. Responsibilities include timely and accurate production of the Lotus bi-monthly card deck from layout to bluelines. The ideal candidate will also be responsible for trafficking materials from prepress through final film, while creating and maintaining logs for accurate tracking of materials. This individual will communicate with sales staff, ad agencies, and clients as well as the printer regarding all production issues. Other responsibilities include working with the Circulation Department on special inserts, card packaging and special promotions as well as performing clerical duties such as filing, photocopying, and phone support.

ACCOUNT MANAGER (IMI)

This individual will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals for the East Coast territory. The ideal candidate will also service and maintain all advertising after the sales is made. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the computer publishing industry, thorough knowledge of PC products and marketplace are required. A knowledge of East Coast territory is desirable. Excellent written and verbal communication skills as well as excellent organizational skills are required.

STAFF WRITER (CWPI)

Computerworld has an opening for a staff writer. Responsibilities include writing news and technical section stories on a weekly basis and covering a technology beat. Regular travel to industry events and user sites as well as extensive telephone interview work will be key elements in the information-gathering role for this individual. The ideal candidate will have two years of journalism experience in the computer field. A college degree, preferably a major in journalism, English or computer science is required.

Job Opportunities

Revised: November 23, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Senior Editor	*Network World,* San Francisco, CA	J. Gallant	(508)820-7426
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	Sales Manager	Rochelle Park, New Jersey	D. Vieraitis	(415)572-7341
IFW	Features Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Designer	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	PC Letter Coordinator	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Bureau Chief	*InfoWorld,* Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (1)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Production Assistant	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Account Rep.--West Coast	*PCWorld,* San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Administrative Asst. - Editorial	*PCWorld,* San Francisco, CA	C. Grossman	(415)978-3275
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
IMI	Account Manager	*Publish,* San Francisco, CA	N. Versen	(201)587-0090
IMI	Administrative Asst.	*Publish,* San Francisco, CA	P. Gladysz	(415)267-1756
MAC	Assistant Editor--New Products	*Macworld,* San Francisco, CA	D. Branscum	(415)978-3242
MAC	Marketing Coordinator	*Macworld,* San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Account Executive	*CWPI,* Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI,* Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI,* Framingham, MA	G. Beach	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
GPI	Staff Accountant	*GamePro,* Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

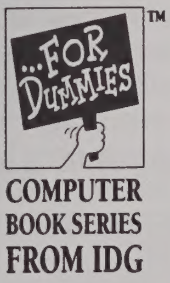
Ideas

- FROM PAGE 4

Kazimierz Szot, IDG Poland
IDG Poland was short of cash last summer and discovered it was easier to get cash out of customers than IDG Headquarters! They announced a 17% rate increase would take effect Sept. 1, but any company that prepaid half the cost of the fall ad campaign received the old ad rate. The idea got them through the slow summer season.

Pat McGovern, IDG
In difficult economic times every company is interested in retaining customers. The Chairman's Office contacted IDG's legal firm and obtained a 15% rate reduction and contacted IDG's accounting firm and obtained a 25% discount.

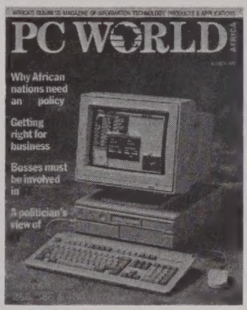
John Kilcullen, IDG Books
With the success of its *"...for Dummies"* series of books for novice computer users, IDG Books realized it was in a position to set up a migration path as readers learned more. IDG Books will now publish at least two other lines of books for increasing levels of expertise.


...FOR DUMMIES
TM
COMPUTER BOOK SERIES FROM IDG

Jeff DeTray, president, Business Computer Publishing
In launching the *DOS Resource Guide*, the main challenge was to keep the fixed costs down. The solution was to work with freelancers rather than permanent staff. As a result there are just two staff members on the publication and eight former IDG employees who had left the company in previous years are again happily working for IDG.

Ney Kruel, IDG Brazil
IDG Brazil developed new synergies with IDC. They trade advertising space for research reports, and the sales staff makes a point of mentioning IDC products when on sales calls.

Samuel Ochapa, IDG Nigeria
Reliable information is a problem in Africa. IDG West Africa went to the Nigerian Chamber of Commerce, persuaded them that IT is the greatest force for good in Africa since the downfall of paganism and that they should work with IDG to promote its benefits. As a result IDG now has access to all chamber mailing lists and is producing briefing sessions for the chamber.


PC WORLD
AFRICA
Why African nations need an policy
Getting right for business
Bosses must be involved in
A politician's view of

Gary Beach, Computerworld
Computerworld's best idea of 1992 was to do brand preference studies which were supplied to vendors. The studies cost $60,000 and produced $845,000 in incremental business.

York von Heimburg, publisher, IDG Germany magazine division
The magazine division of IDG Germany created an ad test panel. Some 100 readers evaluate all ads each month, and their reactions are supplied to all clients. The survey is done by an outside agency to assure accuracy and credibility.

Jim Povec, World Expo Corp.
One problem facing Windows World Expo in Japan was how to generate sufficient advance publicity for the event. WEC and IDG Japan ended up taking a TV station as a co-sponsor for the event. The co-sponsor ended up providing $250,000 of free television advertising time.

Kathy Dinneen, IDG Communications Research
The clients of IDG's research division found themselves with less money to spend on reader research in 1992. IDG Reserach staff developed research programs whose cost could be shared by several business units to save everybody money.

Kozo Hiramatsu, IDG Japan
Even in recessions there are opportunities. IDG Japan chose the low point of economic activity to open negotiations with its landlord. As a result IDG Japan will soon move into new office space that is 40% larger for 50% less money.

Kirk Campbell, IDC
IDC created a National Accounts Council of its top 25 clients. Customers had to spend $250,000 with IDC to qualify. All members are flown to Boston annually for two days of meetings to get feedback on products and renew acquaintances.

Susan Petrie, director of financial analysis and planning, IDG
At the suggestion of an employee, IDG Headquarters set up a library of videos showing the entire process of producing a magazine so that employees not directly connected with the publications could understand the process.

Kalman von Vajna Nagy, IDG Venezuela
An all-new sales staff at IDG Venezuela was put on an all-commission basis. The result was sales 36% ahead of plan at only 70% of budgeted expenses.

Network World recognizes stellar performers

NETWORK WORLD

Network World photos

NW Editor-in-Chief John Gallant (left) presents an ETA award to a representative of IBM, which was recognized for its integrated network management systems. The award was made during Interop '92 Fall.

Network World honored companies for their networking excellence during two awards ceremonies last month.

Winners of the first annual Enterprise Technology Awards (ETA) were chosen by *NW* readers who voted for the vendors whose products and services work best in enterprise network environments.

Ten companies and their networking partners were recognized for creating strategically important enterprise networks during the fourth annual Enterprise Network Excellence (ENNE) Awards. The winners, along with the three colleges selected for the scholarship program, were announced during Networld '92 Dallas.

Each school received $12,000 in support of their advanced courses in technology and information management, the largest grant in the history of the ENNE Awards Program. The institutions were Polytechnic University, Brooklyn, N.Y.; St. Mary's College, Minneapolis; and Washington University, St. Louis.

NW's Colin Ungaro (right) and Networld's Ralph Ianuzzi, Sr., flank two representatives from GTEL Environmental Laboratories, an ENNE winner for best National Network along with its partner, Systems, Software, Support, Inc.

Noteworthy !

PROMOTIONS

Jill Nightingale has been promoted to sales representative for *Macworld*'s Southern California territory after working in the San Francisco office as a sales associate. Nightingale, who joined *Macworld* a year and a half ago, has a BA in communications from California State University/Chico.

Macworld

Nightingale

NEW EMPLOYEES

Nadia Maudsley joins the team at *PC World* as senior production manager. In this position she will be responsible for production for *PC World*, the *PCW Lotus Edition* and *Multimedia World*. She received a BA in American History from the University of South Florida and enjoys a variety of hobbies including refinishing furniture, dog training and sports.

■ ■ ■

After working as an independent consultant at IDC for the past six months, **Paul Arabasz** has signed on as manager of consulting for the Personal Systems and Workgroup Applications Program. He previously served as consulting program director at TFS, Inc., a custom research and consulting company in Westford, Mass. Earlier in his career, Arabasz worked at IDC from 1976 to 1981. He holds an undergraduate degree in business administration from the University of Massachusetts/Amherst and finds time for tennis, running and bicycling.

■ ■ ■

IMI welcomes **Jason Paul Muscat** as circulation assistant responsible for customer service calls for *Publish*, *NeXTWORLD* and *SunWorld*. He received a BA in sociology and English at Georgetown University in Washington, D.C. Muscat's hobbies include music, writing, and working as a sound engineer at an artists' collective.

Laurie Morgan has accepted the position of national accounts manager at the Marketing Services Division's San Francisco office. Her most recent position was as writer/editor at Miller Freeman. In her new position Morgan will provide research and analysis on the computer industry. She studied economics at Brown University in Providence, R.I., and received an MBA from Stanford University. She enjoys travel and entertaining.

■ ■ ■

InfoWorld's new financial analyst, **SJ Sanders**, was previously a financial analyst for IBM. Sanders earned an MBA in finance and international business from Washington University in St. Louis, Mo., and an MS in clinical psychology from Webster University, also in St. Louis. She finds time for bicycling, weightlifing and traveling.

IW Technical Analyst **Jeff Symoens** was a fabrication/production technician for Insulectro, a PC board distribution firm. At *IW* he'll be testing communications and spreadsheet software. Symoens is working toward a degree in business administration at Foothill College and enjoys playing the guitar and writing music.

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the last week of November. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Sheryl Merchant - IMS

TEN YEARS
Jayne Boyer - Integrated Media
Alice Longley - *Computerworld*
James Warmack - LINK Resources

SEVEN YEARS
Julia Blelock - LINK Resources

SIX YEARS
Shannon Dolan - *Macworld*
June Wallach - LINK Resources

FIVE YEARS
Allan Alter - *CIO*
Colleen Kelly - *Federal Computer Week*
Olivier Herviaux - IDG France
Paula Wright - *Computerworld*

FOUR YEARS
Milton Quiah - LINK Resources
Walter Miao - LINK Resources
Stacy Simmons - LINK Resources

THREE YEARS
Bruce Frymire - *PC World*
Linda Clinton - *Computerworld*

TWO YEARS
Geri Giovanni - IDG/CI
Virginie Bril - IDG France
Jill Welch - *InfoWorld*
Steve Fox - *PC World*
Scott Searles - *Publish*
Edna Quintana - LINK Resources
Eugene Chaippetta - LINK Resources

ONE YEAR
Simon Jary - IDG UK
Lucy Taylor - IDG UK
Pascal DuMortier - IDG France
John Lesjak - IDG Australia
Karen Weiss - *Publish*
David Solomon - IDG Books

IDG shares international expertise

IDG HQ

Executive Vice President/Finance Bill Murphy (center) meets with students following a recent presentation at an international marketing class at Boston's Suffolk University. More than 45 MBA students peppered Murphy with questions following his discussion of international finance, IDG's origins abroad and its worldwide publications and marketing efforts. George Glenn of IDG's finance department is at right.

Chairman's achievers

Maureen Page-Preble
Editorial Assistant
IDG International News Group

World Update

Page-Preble

As just one part of her job responsibilities, six-year IDG veteran Maureen Page-Preble has managed the entire company's transition to the Email and News Service system on the GE BusinessTalk network. This has involved distribution of software to business units, troubleshooting, working with GE on system glitches and providing customer support.

"Maureen is a champ at customer service for those using the Email system," said IDG International News Group President David Hill. "If she doesn't have the answers, she gets them, cheerfully and quickly."

Addressbook changes

IDG Shenzhen
Information Center Building,
third floor
#1 Tung-xin Road
Shenzhen 518027
China

TEL: +86-755-240047
FAX: +86-755-241559

■ ■ ■

IDG Technika Communications
1, H. Smirnenski Street
Block B, Offices 1111-1113
Sofia
Bulgaria

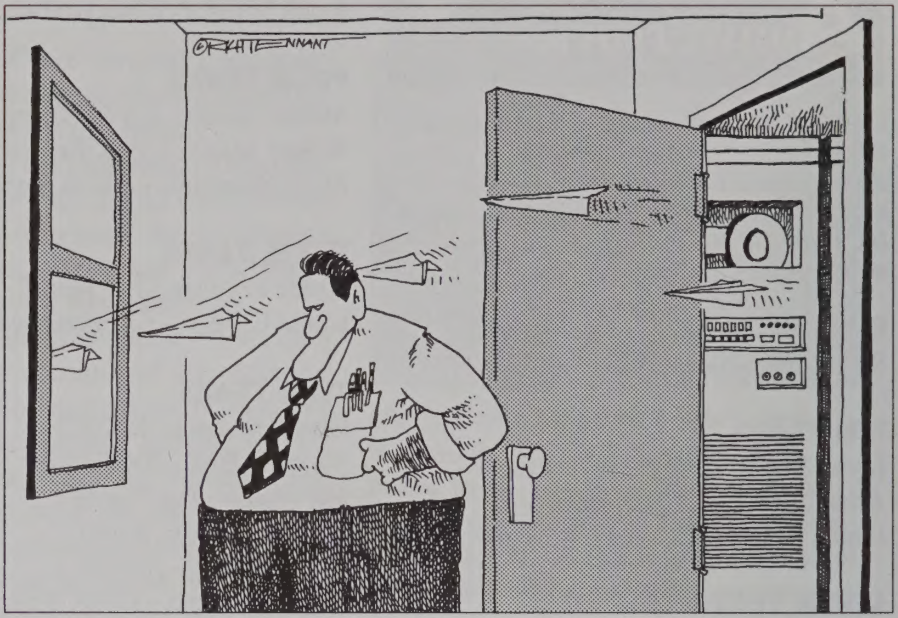
TEL: +359-2-68-51-75
+ 359-2-68-52-76
FAX: +359-2-80-26-52

Off line

Win Your Own

World Update
RICHTENNANT

Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, December 15. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a 22-oz. plastic cup embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith   Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITORS
David Bromley   Sharon Baker

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

Direct marketing excellence yields gold, silver awards
- PAGE 2

IDG activities from Comdex Fall '92
- PAGE 4

Finnish weekly opens electronic news line
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 48 **NOVEMBER 30, 1992**

ETA releases Buying IT DataDisc

Fresh from a 14-city tour during which staff members demonstrated several product offerings, Emerging Technology Applications (ETA) introduced its new desktop CD-ROM product at Comdex Fall '92.

The Buying IT DataDisc enables information technology professionals to better target their sales and marketing efforts. Based on subscriber and prospect qualification cards from *Network World*'s database, more than 200,000 surveys in all, the disc offers a capsule look at the IT market. It provides immediate access to data counts and subcounts for installed systems and plans to purchase information in more than 90 product areas.

The broad spectrum of end-user market data can be used for market and product analysis, market sizing, lead generation, quota assignments and list evaluation.

Capabilities include full search and sort across all data elements, such as industry and job function, and listings of company names and locations.

According to **Ann Roskey**, ETA's manager of marketing and client services,

- SEE PAGE 5

Teamwork makes first EuroComNet a success

The first communication show in Europe bearing the IDG World Expo flag, EuroComNet, was held Nov. 2-5 in Amsterdam at the RAI Exhibition Center. The show was formed as a joint venture between World Expo Corp. and the RAI's existing show, EuroCom 91, a five-year-old event that had been perceived as a Dutch voice and data show.

The conference and exposition attracted 6,700 visitors, an increase in attendance from the 1991 show. The show succeeded in attracting a high percentage of networking companies from the European market that displayed local applications linked through wide area environments. IBM, 3Com and Netrix joined telecommunications carriers such as France Telecom and Netherlands PTT.

World Expo Corp. also succeeded in expanding the conference program for the 1992 event. A technology track was added to the previous year's applications track to focus on public and private networks, local networks and internets, value-added business communications and data and wireless communication. The keynote address, delivered by Ellen Hancock, VP and worldwide general manager for IBM, gave IBM's outlook on networking directions. Finally, European Community plenary sessions, organized by the EC Directorate General XIII, were added to discuss standards and future policy and investment issues in the "New Europe."

According to WEC Senior Vice President **Bill Leitch**, the attendees were

- SEE PAGE 5

VALUE ADDED PAR

WEC

Bill Leitch and Theresa Coffey (WEC/U.S.), Lorraine Simons (top) and Peter Braam (RAI) and Shiva Singh (WEC/Europe) take time for a photo during EuroComNet.

In brief

Sidebar head here in two lines

Numerous IDG publications earned prestigious Gold and Silver Awards for outstanding circulation promotion in Folio's 10th Annual Circulation Direct Marketing Awards.

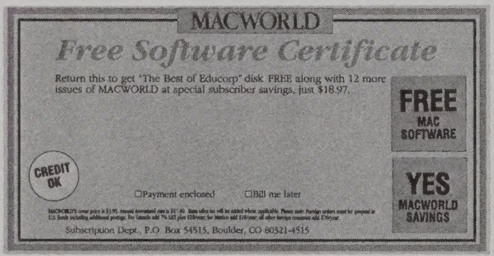
Macworld reaped its second consecutive Gold Award in as many years, a distinction rarely achieved in the highly competitive awards program.

IDG publications honored with Gold Awards in the trade magazine division were:

Macworld

Susanna Camp, subscription marketing manager, for "Apple Warranty Conversion Series"

Category: New Business Subscription Promotion: Direct Mail, Conversion from Controlled to Paid.



MACWORLD

Free Software Certificate

Return this to get "The Best of Educorp" disk FREE along with 12 more issues of MACWORLD at special subscriber savings, just $18.97.

FREE MAC SOFTWARE

CREDIT OK

☐Payment enclosed ☐Bill me later

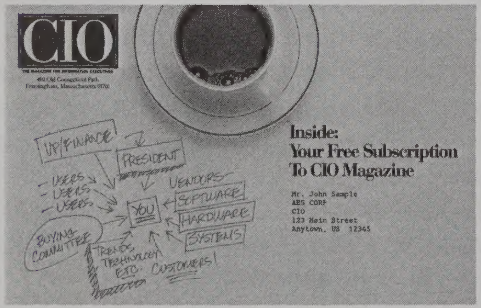
YES MACWORLD SAVINGS

Subscription Dept., P.O. Box 54515, Boulder, CO 80321-4515

CIO

Leslie Falkner, vice president/circulation, for "You"

Category: New Business Subscription Promotion: Direct Mail, Controlled Circulation.



CIO

Inside:
Your Free Subscription
To CIO Magazine

Mr. John Sample
ABS CORP
CIO
123 Main Street
Anytown, US 12345

Electronic News

David Foster, vice president

Category: Renewals: Single Promotion Effort.

LOTUS

Bonnie Welsh-Carroll, circulation director

Category: Blow-ins, Bind-ins and Space Ads (or combination).

Silver Awards in the trade division went to:

Computer Buying World

Jonathan Cohler, publisher, for "Charter Subscriber Rebate"

Category: New Business Subscription Promotion: Direct Mail, Conversion from Controlled to Paid.

Global Networks

Richard Priante, circulation director, for "The World—It's Yours"

Category: New Business Subscription Promotion: Direct Mail, New Launch.

Direct response ads help *NW* break record

The final figures are in for October, and *Network World* reports that it has had its best month ever. Not only did the publication attain its highest mark for run of page ad pages for the month (182), it also established *NW* records for the direct response advertising sections, which include Network Marketplace (14) and the ActionCenter (28).

Joan Bayon Pinsky, sales director for the direct response advertising section, credited the increased sales to the hard work and dedication of Account Executive **Shannon Summers**, who handles Marketplace, and Senior Account Manager **Clare O'Brien**, who sells both the Action Center and the response card decks.

New government group holds first event

FEDERAL COMPUTER WEEK

ISG

Federal Computer Week and Information Strategies Group last month completed the California version of "Selling the Federal Market: The Process and the Players." More than 120 people attended educational forums in San Diego, Los Angeles, Santa Clara and San Francisco that highlighted the processes and most effective means of selling information technology to the U.S. government.

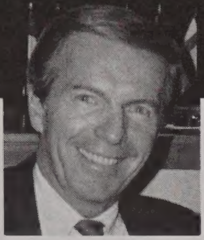
This was *FCW*'s and ISG's inaugural joint venture under the new Government Information Technology Group (GITG). "The tour enabled us to offer our customers and clients a blend of perspectives on marketing to the federal government," said **Ken Kaplan**, GITG's CEO. "The results pave the way for further programs that leverage the strengths of both companies."

Robin Rather, IDG's director of new business and sales; ISG consultant Dick Mallion; and Terry Kelly, who runs a government sales consulting firm, were the primary speakers. They presented a mix of original research on the federal buying process, the players involved and the rules and regulations that are unique to the federal market.

GITG is looking to extend the forum to the Washington, D.C., area and possibly Boston and New York, as well. For more information about the forum, call *FCW* Promotion Director Lisa Kirchoff at (703) 876-5106.

On line

ASK BILL



Q The International Controllers office is based in London. Given that most of the IT growth in the next 10 years will be in Asia, have you thought about setting up another office in that region?

A The growth of our operations in Australia and the Far East will determine the need for an office in that region. Presently, because of the distances and diversity of languages in the region, we tend to use the services of our outside auditing firms more frequently than in other parts of the world.

Q In an earlier column, you mentioned that the quarterly financial reports are no longer included in *World Update* because the information sometimes went beyond the company. Could interested employees still see the reports by contacting your office?

A I'm afraid that wouldn't address the problem of company financial information going beyond the company. Early next year, following completion of the annual audit, there will be a "state of the company" report that will be sent to employees.

Q Asset management is one of your responsibilities. Could you give a thumbnail description of what this involves?

A Asset management means actively managing the asset side of the balance sheet so that we maximize rates of return on cash, accounts receivable, fixed assets and other assets. There are a number of asset management ratios used to monitor how effectively certain asset categories are being managed. For example, accounts receivable comprise almost 47% of our total assets, therefore we closely monitor "day's sales outstanding" to ensure we get maximum turnover of receivables, which, in turn, improves liquidity.

On the acquisition of fixed assets, we have certain hurdle rates on large acquisitions that must be achieved in order to attain a certain rate of return on invested capital.

Q What's your reading of how the U.S. economy will fare during the President-elect Bill Clinton's administration? How will the administration influence the global economy?

A I believe the U.S. economy will do quite well over the next few years. The first 100 days of the new administration will be focused on creating economic growth, and although people should not be looking for quick fix on the economy there is unanimous agreement that better times are ahead.

Many of the much-watched indicators are already showing strength; consumer retail sales are strengthening, durable goods orders are up, export sales are strong, inflation is low, and the third-quarter growth in real GNP, which will be out in the next few days, should show a growth rate of around 2.5%. Add the burst of consumer confidence and optimism a new administration brings, and you have all of the ingredients for a prolonged economic recovery.

A recovery in the U.S., combined with lower interest rates in Germany, would no doubt bring about recovery in the global economy. Interest rates are starting to move down in Europe, and that could be the hoped-for harbinger of better economic times for the rest of the world in 1993.

Q What were your impressions of the IDG Worldwide Managers Meeting?

A The meeting was decidedly upbeat, perhaps due in part to the fact that economic conditions are slowly improving around the world, compared to last year when we were either in or heading into recession.

Some of the presentations stressed that we expect operating units to be on plan by quarter, that yield improvement is the order of the day, and that everyone should be striving to increase other sources of revenues as the battle for advertising dollars intensifies.

I think everyone came away from the meeting with a very positive attitude on both IDG and the outlook for the computer industry in particular.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ Pat McGovern ☐ Walter Boyd ☐ Bill Murphy

☐ Bob Metcalfe *InfoWorld* ☐ Ruben Argento IDG Argentina

IDG unveils on-demand fax news service

Customized service combines IDG News Service and PR Service material

The IDG International News Group is capitalizing on the speed of the fax machine and business executives' thirst for instant information on late-breaking news with the launch of a daily fax-back service.

Called the *IT Daily News*, the service offers subscribers the industry's first global, on-demand, custom, fax-back news culled from the IDG News Service and PR Service. It was launched this month at Comdex Fall '92 in Las Vegas.

"We knew from talking to readers of our weekly newsletter, *International Computer Update*, that people were interested in receiving daily, rather than weekly, information," said **Craig Pierce**, vice president of operations for the News Group and director of the *IT Daily News*. "In a market that changes as fast as the computer industry, executives need to access news on a daily basis in order to stay ahead of the competition."

The service is simple to use, according to Pierce. Every morning, subscribers will receive via fax a complete menu of computer-industry headlines from around the world. Pierce said skimming the headlines will brief subscribers on the latest industry developments, but those who see a headline that grabs their attention can call a toll-free number, punch in their ID code and the headline code and receive the complete text via fax of the story within five minutes.

Clients will be billed for the basic service ($16.25 per month) plus $3 per page for each full-text article they receive. Stories will be kept in the fax service for 30 days.

Pierce said he expects the service will make a profit in one year.

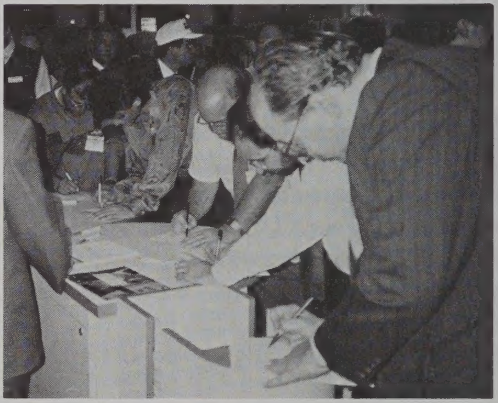
IDG employees make connections at Comdex Fall '92

***Computerworld*'s Sue Thaxter (left) and Mary Doyle welcome a customer.**

IDC's Michael Deutsch, (L), Sandy Harrington and Freeman Bradley await attendees.

IDG BOOKS
QUARKXPRESS WINDOWS

Carol So (left) and Polly Papsadore staff the IDG Books booth.



More than 1,000 qualification cards were filled out for *InfoWorld* and for *IW Direct*, an unprecedented demand. Extra cards had to be printed on site.

IDG
INTERNATIONAL DATA GROUP
"NO BEANS ABOUT IT"

Paul Gillin (left) and Bill Laberis of *CW* take a break during Micrografx' chili cook-off. IDG was a sponsor of the event, which raises money for the National Center for Missing and Exploited Children.

World Update photos

Veronique Lamarque and Claude Bril participate in the IMS International Representatives meeting.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, November 30, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

ACCOUNT MANAGER (WEC)

The individual in this position will be responsible for selling exhibit space to prospects through telephone and face-to-face sales presentations. Familiarity with the computer industry is required. Previous experience in selling an intangible product and strong presentation skills are necessary. Trade show and/or advertising IT sales experience and a college degree preferred.

ADMINISTRATOR (CIO)

Reporting to the Registrar at CIO Publishing, the individual in this position will be responsible for data entry, report generation, budget tracking, on-site conference support, inventory control and administrative support for Executive Programs' staff. Candidates should possess MAC experience, one to two years exposure to book-keeping and an outstanding telephone manner. Ideal candidate must be willing to travel occasionally and work overtime prior to conferences.

SUBSCRIPTION / PROMOTION SPECIALIST (GPI)

The ideal candidate will be responsible for implementing total circulation promotional efforts complete with follow-up analysis. This position requires at least two years of magazine direct marketing experience and a thorough knowledge of direct marketing techniques. Excellent organizational and time-management skills are essential.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia O'Hara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: November 30, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Senior Editor	*Network World*, San Francisco, CA	J. Gallant	(508)820-7426
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	Features Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Designer	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	PC Letter Coordinator	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Bureau Chief	*InfoWorld*, Los Angeles, CA	D. Vieraitis	(415)572-7341
IFW	Asst. to Publisher & CEO	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Executive Assistant	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Test Development Specialist (1)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Senior Writer	*InfoWorld*, San Mateo, CA	D. Vieraitis	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Production Assistant	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Account Manager	*Publish*, San Francisco, CA	N. Versen	(201)587-0090
IMI	Administrative Asst.	*Publish*, San Francisco, CA	P. Gladysz	(415)267-1756
MAC	Assistant Editor--New Products	*Macworld*, San Francisco, CA	D. Branscum	(415)978-3242
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Account Executive	*CWPI*, Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Sales Assistant	*CWPI*, Burlingame, CA	K. Sharbrough	(415)347-8312
CWPI	President	*CWPI*, Framingham, MA	G. Beach	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
GPI	Subscription / Promo. Specialist	San Mateo, CA	H. Klingel	(415)363-5200
GPI	Staff Accountant	*GamePro*, Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro*, Chicago, IL	R. Hoefer	(708)827-6094

On-line news now option for Finnish readers

Tietoviikko, a Finnish information technology weekly published by IDG's publishing partner, Oy Talentum Ab, extended its news service earlier this month by opening an electronic line for IT news readers.

The weekday news line averages 10 stories and can be reached by a modem connected to the public telephone network or through a Diginet network terminal. A connection to the line costs 2.75 markka per minute (U.S.$0.57) in addition to the price of a local call.*Tietoviikko* editorial staff continuously update the news board. Main stories are not released before issue date, but breaking news that hits the dailies before *Tietoviikko*'s issue date are offered as news flashes and re-run in print with edited background.

According to *Tietoviikko* Editor-in-Chief **Timo Tolsa**, the news line offers Finnish stories, not IDG News Service material. This is stresses that *Tietoviikko* is a Finnish newspaper and does not violate any copyright issues with the IDG News Service.

Next year the staff plans to offer news line users the chance to read the full text of *Tietoviikko* stories that have been stored in electronic form since 1987. This archive, which will be available at a substantially higher fee for time used, can be accessed by the use of key words. *Tietoviikko* is also considering creating a Finnish version of the IDG PR Service, which will be free to readers and funded by charging companies a fee to distribute their press releases.

Tolsa noted that Finland is the No. 2 country in the world after France in using public electronic services. The services are offered by the privately owned telephone companies and Telecom Finland.

EuroComNet

- FROM PAGE 1

"strongly oriented to LAN and data communications and new applications involving messaging systems, videoconferencing and multimedia. Topics that are big draws and state of the art for ComNet in the U.S. were hits with the Europeans."

WEC sees EuroComNet and its partnership with RAI as an important step towards a pan-European event for local and wide-area networking and a curtain raiser for ComNet Prague in May 1993, Leitch added.

A few highlights of the conference program were the Ministerial Roundtable organized by **Shiva Singh**, director of business development for World Expo Corp., and sponsored by AT&T and PTT Telecom.

During the roundtable, foreign ministers from the new Czech and Slovak republics, Hungary, Bulgaria, Poland, and Romania discussed new opportunities for foreign cooperation and network planning priorities.

World Expo Corp. also brought to the new joint venture its product awards program, which began at the ComNet show in Washington, D.C., and has proved to be a popular platform to give visibility to innovative IT products.

Wollongong Corp. of Palo Alto, Calif., received EuroComNet's first product award for its PathWay Messaging product. According to Wollongong's president, PathWay Messaging goes beyond the limitations of current LAN products to provide the means to integrate dissimilar messaging products.

ETA

- FROM PAGE 1

ETA
ETA Products:
EnterpriseComputing Database
Buying IT DataDi
Desktop Marke
Custom Serv
CD-ROM Pu
Database D
Electronic
Powerful Information Solutions on CD-ROM

World Update

ETA staff members: Product Development Coordinator Ellen Wiedenbauer (left), Marketing/Client Services Manager Anne Roskey, Marketing Associate Colleen Hurley, Sales Director Jim Reynolds and President Paul Earl.

the Buying IT DataDisc will enhance the link to list ordering. Users can scan the database, identify which market segments would be the most appropriate to receive information about their products, and order a customized mailing list from IDG List Services. Users who want more detailed information can request full-profile site data at an additional cost.

The Buying IT DataDisc will be updated every six months. ETA plans to include additional surveys and information from other IDG sources to offer customers an even more comprehensive market view. Roskey said one of the disc's many features is its cost-effective, high-value pricing ($995 for the disc and $495 for the six-month update) given the access to such a large base of information.

During October, ETA staff co-sponsored a series of free seminars on CD-ROM and multimedia publishing and demonstrated the Buying IT DataDisc and the EnterpriseComputing Database to more than 1,700 attendees. Participants received a complimentary demonstration version of the EnterpriseComputing disc, and ETA will soon begin a telephone campaign to convert the attendees to subscribers.

ETA is considering conducting another round of seminars in the spring and possibly adding an afternoon session on database marketing to show sales and marketing staff how to use ETA's products to their advantage.

Noteworthy !

TRANSFERS

Former *Computer Buying World* Features Editor **Randy Ross** and Associate Editor **Laurie McLaughlin** have moved to posts at *PC World*'s East Coast bureau, Ross as editor and McLaughlin as assistant editor.

Bryan Hastings, associate reviews at *PC World*, comes to IDG from *Portable Office* , where he was associate editor. He has a BA in Eastern European history and Russian language and literature from McGill University and takes time out for bicycling, cross-country skiing and chess.

NEW EMPLOYEES

Carla Blakley joins *PC World's Lotus Edition* as alliance products coordinator, working primarily on books and videos. She was previously an advertising coordinator at Ziff-Davis. Blakley received a BA in English with a minor in communications from Salem College in Winston-Salem, N.C. and enjoys tennis and cooking.

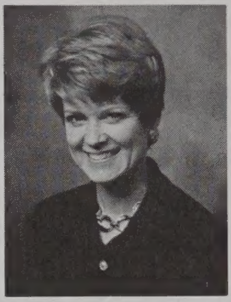
■ ■ ■

Marcy Dill, a senior marketing promotion specialist at *CIO*, will be working on an array of projects to expand *CIO*'s arsenal of positioning and sales support tools, such as direct mail and media kits. She comes to IDG from Cahners Publishing Co., where she was marketing promotions manager at *Modern Materials Handling* and promotion coordinator for *Design News* and *EDN* magazines. Dill earned a BA in political science and American literature from George Washington University and counts golf, tennis and skiing among her interests.

■ ■ ■

Most recently a senior writer at *LAN* magazine, **Elizabeth Dougherty** has joined *Macworld* as associate editor for features. She has a BA from Creighton University in Omaha, Neb., and an MS in journalism from Northwestern University

Also at *Macworld*, **Gideon Yaffe** has been hired as an editorial assistant. A graduate of Harvard University with a BA in philosophy, Yaffe enjoys fencing in his free time.


Holbrook CIO

In the *Macworld* sales department, **Linda Holbrook** has signed on as Northwestern regional manager. Previously *Information Week*'s district manager for Northern California, Utah and Nevada, Holbrook has returned to familiar territory. She was Eastern advertising manager for *Macworld* and *Macintosh Today* from 1985 to 1987, and her IDG career has also included stints as sales director at IDC and *CIO*. A graduate of the University of Maine and Simmons College in Boston, Holbrook enjoys skiing, reading and hiking and is a commercially rated pilot.

■ ■ ■

Federal Computer Week welcomes Circulation Coordinator **Mary Leiphart**, who most recently worked as a marketing coordinator for Selbre Associates, a consulting firm that specialized in negotiating federal contracts. Lephart has a marketing degree from Radford University in Radford, Va., and enjoys working out, biking and tennis.

■ ■ ■

Terrence Shan has joined IDC China/Hong Kong as marketing manger with responsibilities for developing local continuous information servce clients as well as selling IDC's local and regional products.

A Malaysian native, Shan speaks English, Mandarin and Cantonese. He has spent seven years in Hong Kong gaining sales experience while working with a number of IT-related companies, including working as client services manager for IDC Asia in 1989 to 1990. Shan majored in computer programming at the National University of Singapore and completed a sales training course in the U.S.

Long-range planning groups seek volunteers

Now is the time to sign up to serve on one of the Future Environment working groups that will analyze the challenges and opportunities IDG will experience during the 1990s.

The groups' reports will be important contributions to IDG's Long-Range Planning Meeting on March 26-29, 1993, at Babson College in Wellesley, Mass.

The names of the working groups and the chairpersons are listed below. If you would like to apply to participate, please call the chairperson by December 15.

- **Changing Patterns in the Acquisition, Delivery and Use of Information. Chair: Diane Gamble, president, LINK Resources, 212-627-1500.**
- **Changing Patterns in the Social, Economic and Political Environment in the U.S. Chair: Bill Murphy, executive vice president/finance, 617-423-1200.**
- **Changing Patterns in the Evaluation, Acquisition, Management and Use of Enterprise Information Systems. Chair: David Vellante, vice president/systems, storage and software, IDC, 508-872-8200.**
- **Changing Patterns in the Evaluation, Acquisition, Management and Use of PCs and Workstations. Chair: John Gantz, senior vice president, IDC, 508-872-8200.**
- **Changing Patterns in the Nature of the U.S. Work Force and the Implications For Organizational Structure, Management Style, Training Requirements, Employee Motivation and Management Practice. Chair: Martha Stephens, vice president of human resources, 508-875-5000.**

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the first week in December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Diane Gamble - LINK Resources
Peggy Fischer - LINK Resources

FIFTEEN YEARS
Shirley Horrocks - IDC UK

FOURTEEN YEARS
Laura Kunzmann - IDG Germany

ELEVEN YEARS
Sylvia Stier - IDG Germany

TEN YEARS
Niki Stranz - *Macworld*
Pat Murphy - PCW Central Services

NINE YEARS
Brigitte Lotz - IDG Germany
Jim Connolly - *Computerworld*

EIGHT YEARS
Klaus Uhe - IDG Germany

SEVEN YEARS
Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

SIX YEARS
Marianne Kraus - IDG Germany

FIVE YEARS
Lars Dahmen - IDG Sweden
Victoria Gonin - *InfoWorld*
Michael Henriksen - IDG Denmark
Knud Erik Madsen - IDG Denmark
Nathalie Benhaim - IDG France
Nicola Guerin - IDG France

FOUR YEARS
Susan Lusty - *GamePro*

THREE YEARS
Patrick Dexyl - WEC Europe
Peter Gillemo - IDG Sweden
Krisztina Rusznák - IDG Hungary
József Nemess - IDG Hungary
Susan Frankle - IDC
Helen Dragoon - IDC
John Sieling - *GamePro*
Holly Klingel - *GamePro*
Brian Ormsbee - MSD

TWO YEARS
Peter Clemente - LINK Resources
Costantino Cialfi - IDG Italy
Lars Jonsson - IDG Sweden
Michaela Pabst - IDG Germany
Stefanie Ferstl - IDG Germany
Meryl Salter - IDC UK
Thien Gilbert - IDG France
Roumiana Kovatcheva - IDG Bulgaria
Tatiana Hinova - IDG Bulgaria

ONE YEAR
Emanuela Teruzzi - IDG Italy
Maria Gure - IDG Sweden
Mats Hultgren - IDG Sweden
Jonas Hoglund - IDG Sweden
Marion Raupach - IDG Germany
Manuela Zachmann - IDG Germany
Peter Graebe - IDG Denmark
John Hansen - IDG Denmark
Søren Pedersen - IDG Denmark
Mária Fátrai - IDG Hungary
Béla Pohánka - IDG Hungary
Rosemary Trettel - IDC
Corinna auf Der Heide - IDG Norway
Hege Kilde - IDG Norway

IDG Romania works show circuit

During the recent Open Systems Conference in Krakow, Poland, IDG Romania's Mihaela Gorodcov, *InfoClub's* editor-in-chief , (left) met with Zbyszek Zdanowicz, Eastern Europe and Commonwealth of Independent States territory manager for software company SCO. Gorodcov spoke with numerous hardware and software producers in Krakow and another show in Austria who expressed interest in visiting IDG Romania. Soft-tronik, a company representing many U.S. IT firms in Eastern Europe, opens an office in Romania this month, and other firms, including Compaq and Wyse want to pursue advertising opportunities and various collaborative ventures with IDG Romania.

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The Business

IDG Romania

Food drive yields bumper crop

IDG and IDC employees at Five Speen Street in Framingham, along with colleagues from *Computerworld,* contributed a large assortment of grocery items earlier this fall for the annual MetroWest Harvest food drive. IDG Corporate also donated a cash contribution, which chairperson Michelle Chase of IDG's Credit Department used to shop for additional food.

The groceries will be distributed to homeless shelters and individuals in the Framingham area. Chase said this year's donation surpassed previous ones, and two cars were needed to transport all the items.

Kathy Collins, IDC; Valerie Sanclemente, *CW;* and Judy Callahan, Lynn Levasseur and Lil Richard of IDG Credit also helped organize the program.

Off line

Congratulations to all our enthusiastic cartoon contributors. Winner Tom Moran will receive an official "Off line" T-shirt, and the honorable mention winners below will receive *IDG World Update* stadium cups.

"Behold the beauty and splendor of the paperless office!"
- John St. Martin, *Computerworld*

"Oh, just checking out a new easy-to-use fax/modem."
- Victor R. Garza, *InfoWorld*

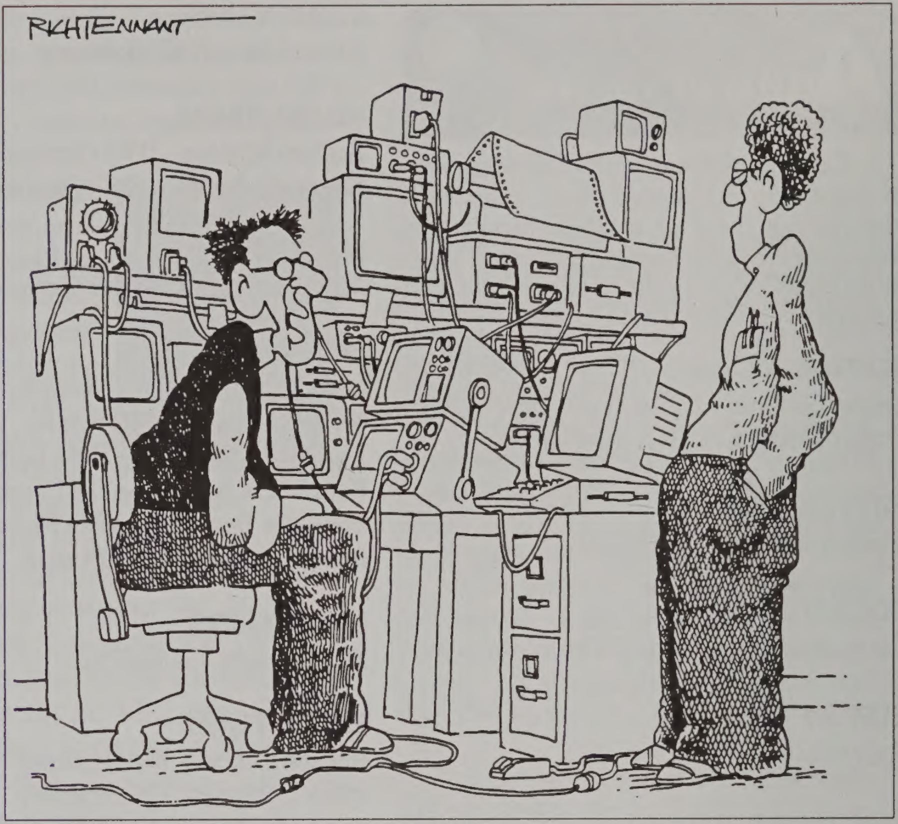
"Well, Mel says that this is all I need to be able to use the new IDC Novell LAN."
- Dale Johnson, IDG/IS

"No, Ned, it doesn't come in notebook size!"
- Richard Mergler, IDG Australia

"I can't stand these trendoids who have to get a new computer all the time. I've made a few little upgrades to my Altair and it runs great!"
- Peter Dunn, *Electronic News*

"Yep, this'll be the most sophisticated Virtual Reality product on the market. Development's pretty much finished, we just need to figure out how to stick it all on your head."
- Alan Jones, *Australian Macworld*

"Now I think I can finally get this spreadsheet to fit on one page."
- Arline Clements, ISG



"By the time I got it all set up, I forgot why..."

- Tom Moran, *Macworld*

"I was forced to configure it this way after we were acquired by a cable company."
- Simon Salamon, LINK Resources

"I do so try to make effective use of my vertical space."
- Mary Bednarek, IDG Books/Indianapolis

IDG World Update

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

"On line" looks at the Spanish IT market with Paco Zabala
- PAGE 3

Theme for new WEC event: "Profit through information access"
- PAGE 4

ISG repositions as IDC Government, renews market tie
- PAGE 5

IDG World Update
VOLUME 22, NUMBER 49
DECEMBER 7, 1992

IMI directory identifies IDG technology pros

Is your business unit considering producing a CD-ROM product, offering customers an on-line bulletin board service or launching a newsletter? Somewhere, someone at IDG is probably already doing just that — and has a wealth of knowledge that could greatly benefit your effort. But until now, locating that person was largely a matter of luck.

Enter Integrated Media's "Technology at Work." This comprehensive directory of technology in use throughout IDG is intended as a resource to promote the exchange of information between companies and facilitate the growth of ancillary products and services, thereby extending IDG's interests beyond the traditional bounds of print publishing and research.

Sorted by business unit, the directory identifies a number of technologies and fields — including digital pre-press production, on-line services, pen computing, consulting services, the entertainment industry, mail order, book publishing and telephone services — and indicates at what stage of development— in use, planning, intended or discontinued — the project is. A contact name for each project is also included.

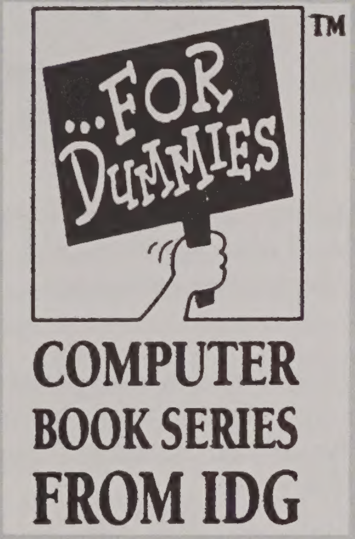
The directory was distributed at the recent Worldwide Managers Meeting and is available at each business unit. Copies are also available from Integrated Media. Contact **Denise Garcia** at (415) 978-3292 or fax (415) 442-0169 for more information.

The directory was compiled using information provided by a survey conducted by IMI early this fall. Among the survey's findings:

- More than 90% of respondents use

- SEE PAGE 6

IDG Books' *...For Dummies* series tops 1 million


...FOR DUMMIES
TM
COMPUTER BOOK SERIES FROM IDG

IDG Books Worldwide reached a significant publishing milestone last month when the best selling *...For Dummies* series reached one million books in print.

"Typical print quantities for computer books are in the 20,000 to 40,000 ranges, so this is a tremendous accomplishment," said IDG Books President John Kilcullen. *...For Dummies* books currently in print are *DOS For Dummies, PCs For Dummies, Macs For Dummies, WordPerfect For Dummies, Excel For Dummies* and *Windows For Dummies.*

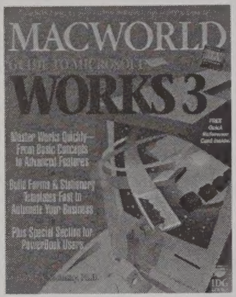
In addition, IDG Books broke its own best-selling list record with seven books on the November 21 Barnes & Noble list of the 20 bestselling computer books, which is based on sales figures for B.Dalton Bookseller, Barnes & Noble, Bookstop/Bookstar, Doubleday and Scribner stores. Three books also appeared on the 10-book bestseller list from *Publishers Weekly*, the most widely read publication in the publishing industry. *DOS For Dummies* topped both lists.

To stimulate booksellers' interest in the *...For Dummies* line, IDG Books has produced a 1993 "Computers for Dummies" calendar. Each month features a cartoon by Rich Tennant (cartoonist for *IDG World Update*'s caption contest), handy computer tips and tricks and "fun factoids." While used primarily for sales collateral, several IDG books also contain ads for the calendar, which can be ordered from IDG Books for $6.95 each. IDG employees receive a 30% discount.

In brief

IDG Books adds *Microsoft Works 3* title to *Macworld* lineup

Macworld Guide To Microsoft Works 3, published in November, is the most recent item on IDG Books Worldwide's growing list of titles. Written by Barrie Sosinsky, a bestselling computer book author and a regular contributor to the Boston Computer Society's *BCS Update*, the book is organized by topic so users can quickly look up information on particular tasks without reading the book sequentially.



Macworld Guide To Microsoft Works 3 is the latest title in the *Macworld* book series, which includes the national bestseller *Macworld Guide To System 7*, *Macworld Guide To Microsoft Word 5* and *Macworld Guide To Microsoft Excel 4*.

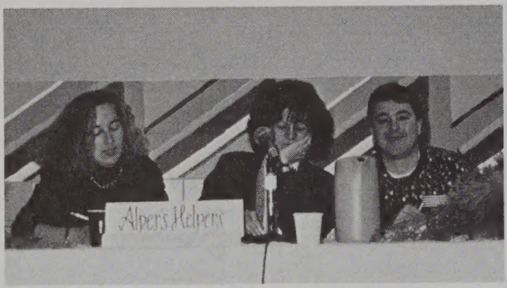
"Our *Macworld Guide To* books work the way you do—they focus on accomplishing specific tasks, not learning random functions," said **David Solomon**, vice president and publisher of IDG Books.

Network World honored for EDI coverage

EDI, spread the word!, a consulting company that provides information on electronic data interchange products, has presented *Network World* with an Editorial Commitment Award from its Hundreds of Partners Awards program.

Network World was recognized for being a journalistic leader in the EDI community and championing the cause of distributing information electronically. The awards letter stated in part, "Through efforts like yours at *Network World*, EDI is helping companies save time and money and helping the earth save its valuable resources by reducing the amount of paper needed for commerce."

IDG teams flaunt spelling skills for good cause



CW

Carol Hildebrand (left), Maryfran Johnson and Alan Alper take a breather during the competition.

IDG employees put their editorial skills on the line during a charity spelling bee last month to benefit the Holliston (Mass.) Education Foundation.

CW Editor-in-Chief **Bill Laberis**, who serves as treasurer of the non-profit group, persuaded several teams to join the competition. Participants included **Carol Hildebrand**, **Maryfran Johnson** and **Alan Alper** of *CW*'s news and features staff (aka "Alper's Helpers"); and **Kim Smith**, **Anne McCrory** and **Cathy Gagnon** of *CW*'s copy desk (aka "Night Shift"). *Network World* sponsored a team composed of people from outside the company.

Alper's Helpers went the distance, completing six preliminary heats before being defeated in the finals by the Holliston Middle School teachers. The advanced category, which everyone agreed contained "impossible words," was made even more difficult by the judges' thick Boston accents.

"Craquelure" tripped up the *CW* copy desk in an earlier round, while "stentorophonic" eluded the news/features staff. Still, the IDG teams went home with their heads high knowing they had beaten several other Boston-area media representatives.

McGovern speeches stress importance of IT investment

During several recent speeches to industry leaders in Europe, Japan and the U.S., IDG Chairman **Pat McGovern** outlined how essential information technology is to corporate growth and profitability and discussed how dramatically IT has reshaped the business landscape over the past 20 years.

McGovern refuted analysts who claim that IT has done little to boost corporate profits and productivity. For example, he said productivity measures designed 50 years ago are useless in trying to measure the impact of IT on productivity in the service industries. IT has dramatically reformed the way we work and live by reducing labor requirements, increasing product choice and variety, improving quality and reducing a product's time to market, he noted.

Empirical evidence strongly suggests a direct correlation between IT investment and profitability, McGovern said. He cited a study of *Computerworld*'s Premier 100 companies that showed they had an annual profit growth of 14% over the past five years, a remarkable achievement during a global recession. In addition, 66% of these companies spent more (44%)—or as much (22%)—on IT this year over last year. More than half (58%) expect to increase IT spending by more than 12% next year.

On line

ASK PACO

Every other week, "On line" features guest columnists. This week, IDG Spain General Manager ***Paco Zabala*** *takes a turn. IDG Spain opened its doors in 1981 with one publication,* Computerworld España, *and 10 employees. Today the company boasts six publications and 54 employees.*

Q Could you give an overview of the Spanish IT market and your competitive environment?

A The U.S. company Moody's has forecast a rather grim situation for 1993 with a zero growth rate in the Spanish economy. Inflation and unemployment will increase making it difficult for the country to meet the requisites for convergence with the rest of Europe. The Spanish IT market grew only 5% in 1991 and will be below that figure for 1992 — we can only keep our fingers crossed for 1993! IDG Spain is making a great effort to get through the crisis. Our two main competitors, VNU and America Iberica, are investing heavily to remain in the market.

Q What's your most successful publication and why?

A Without a doubt our most successful publication is *PC World*, representing almost 50% of all our revenues. The formula is very simple: a very high editorial quality which is in tune with the Spanish reader's needs, a very ample and closely controlled distribution policy and a heavy investment in promotion.

Q Is IDG Spain involved in organizing any expositions or conferences? If not, do you plan to be in the near future?

A Up to now we have left expositions in the hands of World Expo, who are the experts, and have concentrated our efforts on publishing. We do have a conference program and a joint project with the local Barcelona government for a training program and may launch a second project with another company in late 1993.

Q As a general manager, what's your philosophical approach to running IDG Spain?

A My main objective is to maintain a highly qualified and motivated team that is fully integrated into the company. Judging from the low staff turnover I believe that this approach is successful.

Q There currently is no IDC office or agent in Spain. Under what conditions will the time be right to open a research office, and would you want to be involved in that area?

A Making decisions about IDC in Spain is not part of my responsibilities, but I have always been of the opinion that there is a great business opportunity in this market, which is currently untapped. In my conversations with [IDC President] Kirk Campbell I have always expressed my willingness to help in finding a solution, but given the dedication that IDG needs at this moment I would prefer not to become involved in this project unless it were to oversee management functions.

Q How much interaction is there among IDG's Spanish-speaking offices? Do you share editorial, testing information or work on any collaborative projects?

A Our relationship with the Latin American operations is excellent although there is no specific agreement. Many countries use articles that have appeared in IDG Spain publications, and we have also cooperated in training programs for IDG employees in several countries given the common language. The 500th issue of *Computerworld España* which coincided with the 500th anniversary of Columbus' discovery of America was focused on the South American market. We received numerous articles from IDG's South American publications and offered clients in those countries the chance to advertise at reduced cost. We also distributed copies of the issue in many Latin American countries. I hope that we will have the opportunity to jointly carry out bigger and better projects in the future.

Q If the European Community does vote to become a single economic entity, how will that affect your operations?

A I don't think that IDG Spain will note any negative effect from the single European market.

Q Are you involved in producing any ancillary products or services besides publications?

A We don't currently have many products apart from the publications, although we do offer a mailing service, magazines on diskette, infocards etc. We are continually looking for viable products that don't depend so heavily on advertising revenues.

Q I understand you're an artist in your off hours. How did you get started, and have you ever sold any paintings?

A I dedicated some time to painting in my youth, but because of a lack of time it is something which will have to wait until old age. I have more recently painted an abstract work (although my style is more impressionist) which hangs in my office. This was more a question of economy than inspiration as the artist who used to design the *Computerworld* covers asked for $4,000 and I decided to save the company the expense. I occasionally paint a work for friends but lack of time prevents me from doing more.

World Expo lands contract to manage Enterprise '93

World Expo Corp. was recently awarded the contract to manage Enterprise '93, an international business executive conference and showcase to be held at the World Trade Center in Boston. The event, co-hosted by Bull Worldwide Information Systems, MIT, and the Open Software Foundation (OSF), is scheduled for June 16-18, 1993.

"Enterprise is a unique event designed to educate senior executives and heads of governmental agencies from around the world on how to better leverage information technology to meet strategic business objectives. The event is designed with the non-technical person in mind and revolves around the theme 'Profit Through Information Access,'" said **Bill Sell**, vice president of World Expo Corp. and Enterprise '93 show director.

The event is expected to attract over 4,500 attendees from around the world. One of the partners, Bull Worldwide Information Systems, will draw almost 1,000 customers and partners from its Groupe Bull parent company in France and throughout Europe. MIT and OSF each bring added value in education and access to some of distributed processing's finest companies.

"Enterprise '93 will provide an international forum for executives to identify resources, advanced technologies and business processes that will enable them to establish a competitive advantage," said **Cathy Gibson**, show manager.

The conference program, consisting of over 40 sessions, will examine global markets and economies, productivity, profitability and information technology as a strategic business tool.

Lester Thurow, dean of MIT's Sloan School of Management and well-known author, will deliver the keynote and Malcolm S. Forbes, Jr. will serve as master of ceremonies.

Showcase participants will include leading companies and research organizations that will demonstrate how information technology can be used to implement successful business solutions. Participating companies will include hardware manufacturers and distributors, software developers, ISVs, research organizations, consultants, systems integrators and value-added resellers.

InfoWorld boosts rate base by more than 20,000 readers

InfoWorld last month increased its rate base from 205,000 to more than 225,000 subscribers. The increase will be reflected in the controlled-circulation publication's December Publisher's Statement from the Audit Bureau of Circulation (ABC).

"Our rate base increase was driven by several factors," said *IW* President and COO **Jim Casella**. "Even in the face of a tough economy, there's been substantial market growth in personal computers and networking products. Reader demand for *InfoWorld* has increased, as reflected in the number of new readers seeking to qualify and our extraordinary renewal rate among long-time readers. And, of course, advertisers want to reach more of the kind of readers—volume buyers of computer resources—that *InfoWorld* delivers."

> *"Our circulation shows a very low rate of duplication. IW reaches tens of thousands of readers who don't read other computer weeklies."*
>
> — Pat Crotty

Pat Crotty, *InfoWorld*'s senior vice president/circulation and research, said the circulation has increased without substantially altering the composition of its subscriber base or diluting the buying power of its readership.

"Our circulation still shows a very low rate of duplication with competing computer publications," Crotty added. "*IW* reaches tens of thousands of readers who don't read or receive the other computer weeklies."

Keeping pace with increased circulation, *InfoWorld* also announced an increase in advertising rates. Effective Jan. 1, 1993, the rate for a one-time insertion of a full-page black-and-white ad is now $22,700. Advertisers under contract for 13 or more insertions in 1993 will be rate protected on *InfoWorld*'s latest rate card.

Reminder

World Update **is planning to ring in the new year with a special issue devoted to "A Look Ahead" — what's in store for IDG business units around the world in 1993.**

We are asking IDG/IDC managers and department heads to contribute a brief projection on the market situation they anticipate in 1993 and/or interesting initiatives their offices will undertake in the new year. These might include, for example, a new marketing campaign, new publications or ancillary products, outreach to a new category of customers, expanded reader services, plans for a conference or seminar series, and so on. Essentially, what are your corporate priorities for 1993?

As we'd like to include as many contributions as possible, submissions should be no more than 200 words. Please send your contributions anytime before Dec. 21 to Patricia Smith or Penny Winn (Email P.Smith or P.Winn) or fax them to 617-423-0712.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 7, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

DIRECTOR OF ENTERPRISE NEWS WEEKLY SALES & MARKETING (IDG--MSD)

MSD is seeking a seasoned veteran to champion the "Enterprise News Weeklies" as the most effective way to reach the critical buying audience of IT professionals. The ideal candidate will develop the marketing plan that communicates why no single publication can reach all of the enterprise wide IT market and will sell the three newspapers--CW, IFW and NW in combination by demonstrating their coverage of the enterprise computing sites in the USA. Requirements are at least ten years of marketing and sales experience, with emphasis on experience as a brand, product or marketing manager in a high tech. company selling products to the enterprise computing market.

PART-TIME OFFICE ASSISTANT (IDG NEWS GROUP)

The individual in this position will be responsible for providing administrative support to the newsletter and PR service divisions of the IDG News Group. This position requires excellent communication and organizational skills, attention to detail and the ability to prioritize and work independently. Computer literacy is a plus. This is a good start-up opportunity into circulation.

CONFERENCE ASSISTANT (WEC)

This individual will be responsible for correspondence, show file maintenance and a variety of other conference and show related activities.

ASSISTANT TO CONFERENCE DIRECTOR (WEC)

The ideal candidate will be responsible for maintaining show files, proof-reading technical documents, interacting with speakers, tracking conference sessions, tracking budgets and invoices as well as handling hotel and air reservations and performing other conference related assignments.

REGIONAL SALES REPRESENTATIVE--S. CALIFORNIA (NW)

Network World has an opportunity for an experienced sales professional. This person will be responsible for advertising, sales, prospecting, customer support and other related aspects associated with the sales cycle. The ideal candidate must have a minimum of five years successful advertising sales experience, excellent presentation and telephone skills, and a high degree of organization.

DIRECTOR OF CIRCULATION (FCW)

The individual in this position will be responsible for the overall management of FCW's circulation and as a senior member of FCW's executive management team, contributing to corporate goals and objectives of FCWP and the Government Information Technology Group. Position requirements include a proven track record of success with qualified circulation management including circulation financial and marketing management. Paid circulation experience is a plus.

ASSISTANT EDITOR (A+, Peterborough, NH)

This is an entry level editorial position writing, editing and reporting on news and news products in Apple II / Mac and PC entertainment markets. Some travel is required. Experience with Macs and / or PC's is a plus.

Job Opportunities

Revised: December 7, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	M. Cornetta	(508)935-4734
WEC	Conference Assistant	Framingham, MA	S. Perry	(508)935-4407
WEC	Asst. to Conference Director	Framingham, MA	S. Perry	(508)935-4407
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Regional Sales Rep.--S. California	S. California	S. Perry	(508)935-4407
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Senior Editor	*Network World*, San Francisco, CA	J. Gallant	(508)820-7426
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
CIO	Admin. Asst.--Ad. Sales	Dallas, TX	Bob Sawdon	(214)239-5736
FCW	Circulation Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	PC Support Specialist	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor (P/T)	*InfoWorld*, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Production Assistant	*PCWorld*, San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld*, San Francisco, CA	N. White	(415)978-3109
PCW	Research Analyst	*PCWorld*, San Francisco, CA	C. Curbow	(415)978-3254
IMI	Account Manager	*Publish*, Rochelle Park, NJ	N. Versen	(201)587-0090
MAC	Marketing Coordinator	*Macworld*, San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld*, San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Account Executive	*CWPI*, Framingham, MA	D. Hulitzky	(508)879-0700
CWPI	Staff Writer	*CWPI*, Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI*, Framingham, MA	A. Alper	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Subscription / Promo. Specialist	San Mateo, CA	H. Klingel	(415)363-5200
GPI	Staff Accountant	*GamePro*, Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro*, Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro*, Chicago, IL	R. Hoefer	(708)827-6094

IDG World Update Reader Survey

For those who have not yet filled out and returned this survey please take a few minutes to do so now!

Please circle your responses and return this survey to IDG World Update, *41 West Street, 8th Floor, Boston, MA 02111 U.S.A., fax (617) 423-0712*

1. How often do you read *IDG World Update*?

Every issue Frequently Rarely Never

2. If you don't often read *World Update*, why not?

Issue is not available on a regular basis
No time
Uninteresting articles
Limited English skills
Other ______________________

3. How well do you think *World Update* fulfills its role as a company newsletter?

Excellent Very Good Good Fair Poor

4. How often do you read the following kinds of articles?

Launches and news about new products
Always Frequently Rarely Never

Summaries of important IDG meetings
Always Frequently Rarely Never

Spotlights (close looks at individual business units)
Always Frequently Rarely Never

Outside the office activities (company parties, fundraisers, other events)
Always Frequently Rarely Never

On Line columnists Pat McGovern, Walter Boyd, Bill Murphy
Always Frequently Rarely Never

On Line guest columnists
Always Frequently Rarely Never

Off Line (cartoon)
Always Frequently Rarely Never

Do-er's Profile (personal profiles)
Always Frequently Rarely Never

Off Site (occasional profile of employees' non-work interests)
Always Frequently Rarely Never

5. Should anniversary notices be continued?

Yes, in current format Yes, but only after 5+ years No

6. Should Noteworthy (new employees, transfers, promotions) be continued?

Yes, in current format
Yes, but with employees' names and business units only
No

7. How would you rate the single-topic issues (such as those on marketing, research or a single business unit)?

Excellent Very Good Good Fair Poor

8. How frequently should these be published?

Monthly Occasionally Never

9. Do you feel *World Update* gives equal weight to U.S. and non-U.S. operations?

Yes Too much U.S. Too much non-U.S.

10. Do you feel information in *World Update* is:

Well-written?
Excellent Very Good Good Fair Poor

Interesting?
Excellent Very Good Good Fair Poor

Timely?
Excellent Very Good Good Fair Poor

Accurate?
Excellent Very Good Good Fair Poor

11. How often do you use *World Update* in your job?

Often Sometimes Rarely Never

12. We are researching the possibility of sending *World Update* by fax and letting each business unit photocopy and distribute it (This would greatly speed delivery but diminish the quality of photos and illustrations). **Would you prefer:**

World Update in its present form A fax version of *World Update*
I work in a U.S. offfice I work in a non-U.S. office

13. How frequently do you think *World Update*, in its current format, should be published?

Weekly Every two weeks Monthly

14. Would you prefer a newsletter that would be published less frequently than weekly but include longer, more feature-oriented articles and less news?

Yes No

Name (optional) and business unit:

____

____

(See back for additional questions)

15. Would you like to see other contests or interactive features on the back page?

Yes No

Suggestions:

16. Do you have any suggestions for future single-topic issues?

17. Do you know of any employees with an interesting hobby, volunteer activity or other interest who would be good candidates for a *World Update* Off Site profile? Write down the employees' names, titles, business units and a brief description of their interest, and *World Update* will contact them.

18. What's the most interesting article(s) you've read in *World Update* in the last year?

19. Other comments or suggestions:

ISG becomes IDC Government to reflect government commitment

A new management team at Information Strategies Group announced last week that the research and consulting firm has changed its name to IDC Government, effective immediately. IDC Government is a business unit of IDG's Government Information Technology Group (GITG), which includes FCW Publishing Corp., publisher of *Federal Computer Week.*

Ken Kaplan, CEO of GITG and IDC Government, said the new name better reflects the company's commitment to research for the government information technology community. "We are focusing our company on the $50 billion U.S. local, state and federal government markets and plan to expand into the international government arena as soon as possible," he said.

By operating as IDC Government, the company also affirms its ties to IDC. "We can access the wealth of IDC's research to meet our customers' needs," Kaplan said. "In turn, IDC Government provides IDC with a deeper understanding of the public sector markets for IT."

IDC GOVERNMENT

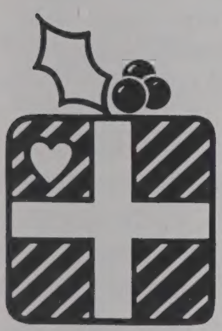
Joining Kaplan as part of the company's new management team are GITG Executive Vice President **Edith Holmes,** who will be in charge of research; Chief Financial Officer **Randee Rubin;** Director of Business Development and Sales **Robin Rather;** Group Director, Custom Research **Peter Boulay,** who will be in charge of consulting; and Vice President of Operations **Arline Clements.**

IDC CEO **Kirk Campbell,** who will sit on IDC Government's board, said he is enthusiastic about working with the new management team. "We are looking forward to increased cooperation between our two companies," he said. "We'll be able to capitalize on the natural synergies betwen IDC and IDC Government to maximize both service to our customers and revenues."

By addressing acquisition and application issues, IDC Government links IT to the critical business decisions that must by made by government agencies and the companies that sell this technology to the public sector. The firm delivers market research, technology assessment and analysis to its government and industry clients through continous information services, multi-client studies and consulting.

Kaplan noted that revenues for IDC Government are up 27% for the first two months of its fiscal year, compared to sales a year ago.

Matching gifts program adds value to donations



During this holiday season, many individuals include their favorite charities on their gift-giving lists.

U.S. business units participating in IDG's Matching Gift program give added weight to individual donations by matching contributions of at least $25 and will match up to a total of $500 for an employee each fiscal year. In FY 92, IDG matched approximately $250,000 in charitable contributions.

Among the more popular worthy causes supported by IDG employees are colleges and universities, AIDS walks in Boston and San Francisco, medical research and treatment centers, food banks, shelters for homeless people and battered women and children, museums, theatres, environmental causes and wildlife and animal protection organizations.

"There are very few restrictions on the IDG Matching Gifts program, which allows it to support a wide range of causes according to each employee's personal choice," said IDG Vice President of Human Resources **Martha Stephens.** Contributions to political or religious organizations are not eligible for matching gifts.

"I think it's a wonderful program," said **Jane Lagas,** director of editorial operations at *Macworld,* who gives to the Multiple Sclerosis Society, St. Jude's Children's Hospital and Planned Parenthood, among other charities. "I tend to give small amounts to a lot of different organizations, and the match makes the dollars go further."

At the corporate level, IDG supports a similarly diverse range of causes with both financial and in-kind support. Contributions to some Boston-area institutions can even benefit employees through the free passes that organizations such as the Children's Museum, Computer Museum and Boston Symphony Orchestra distribute as thanks for IDG's donation. IDG Framingham supports an annual fall food drive for area residents, and leftover food from IDG's Boston-area Christmas party is given to the Boston Food Bank for distribution the next day to needy individuals and shelters.

For more information or forms for matching contributions, contact your local Human Resources department.

Resolution request

Need a bit of peer pressure to help you keep those New Year's resolutions? The January 4 forecast issue of *IDG World Update* will include a section on business-related or not-so-serious ideas on how to get the New Year off to a good start. Fax your resolutions by December 21 to *IDG World Update* at (617) 423-0712.

Directory

- FROM PAGE 1

modems, networking and/or Email technology in their business operation. Of the 90% who responded, 100% of the European companies use this technology, 90% of U.S. companies, 83% of South American companies, 80% of Asian companies and 66% of the Eastern European companies.

•Portable computing is used by some 60% of respondents. Portable computing is used most often in the U.S., by 83% of respondents. Surprisingly, it is used least in Asia, with only 20% of business units using portable computing in their daily operations.

•Digital pre-press is the third most used technology with over 50% of the respondents using the technology within their operations.

•Paging devices seem to be on the down trend, with Eastern European and South American companies using them the most, U.S. and Asian companies using them least.

•Sumeria, Inc. is using or is planning to use all technologies polled in its business operations. Macworld is using most of the technologies with the exception of paging devices. IDC is also using most of the technologies, with the exception of digital pre-press and paging devices. In Europe, Denmark is using most technologies, with the exception of teleconferencing and paging devices. In South America, Peru seems to be most active, using all technologies except multimedia presentations and teleconferencing. In Asia, China was just as active as Japan; however, China uses paging devices while Japan uses portable computers.

•Relatively new technologies, such as multmedia presentations and teleconferencing are used only by business units in the U.S. and Europe, and then by only 10% of respondents.

•Eighty-four percent of those polled produce magazines or newspapers. The products produced most often after magazines or newspapers are seminars/conferences with 43% of respondents producing or planning to produce to them.

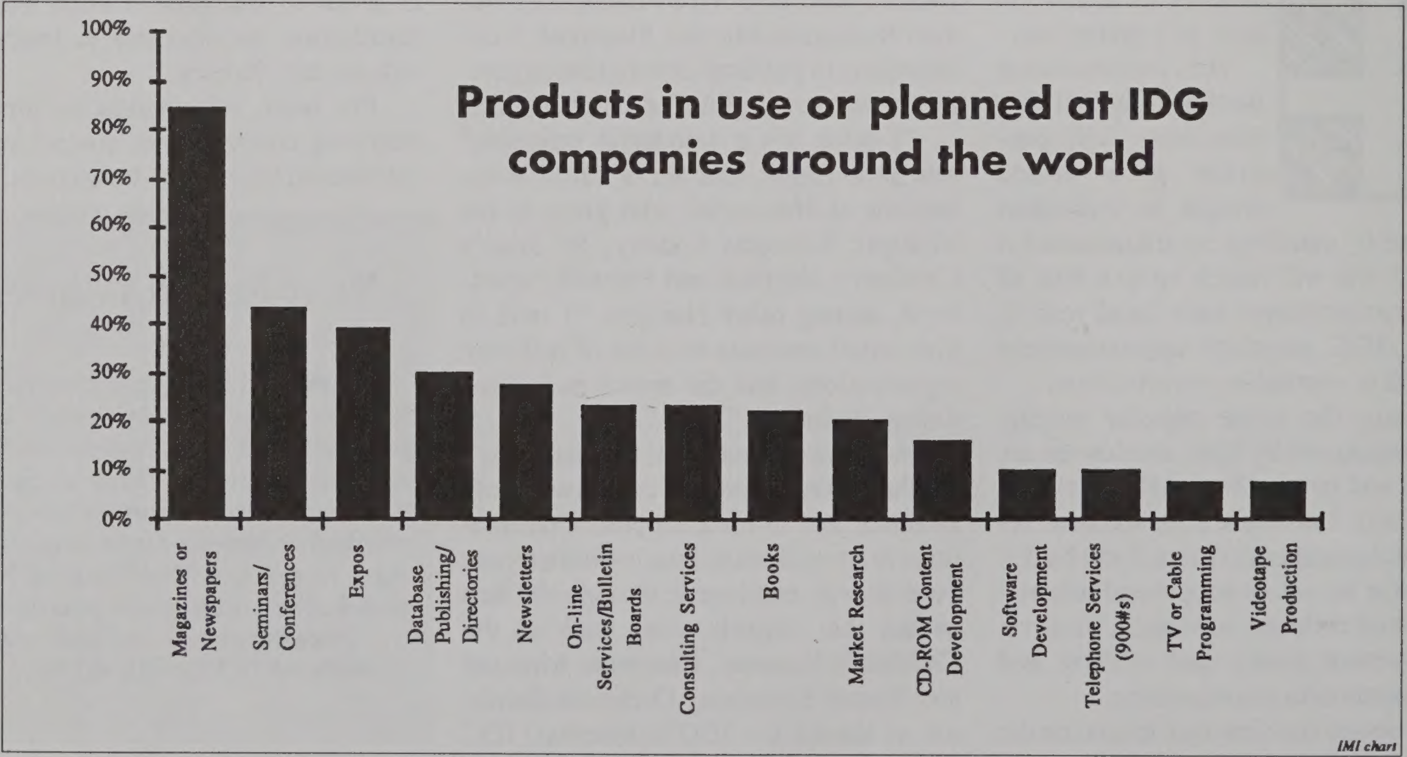
•Expos are the third most popular event with 39% of those polled involved in their production.

•Between 20% and 30% of the companies that responded produce books, database publishing/directories, newsletters, on-line services/bulletin boards or provide market research or consulting services. Countries that produce the most are:
Books (Asia)
Consulting services (U.S.)
Database publishing/directories: (Europe)
Newsletters: (South America)
On-line services/bulletin boards
(U.S., Europe and Eastern Europe)

•TV and cable programming as well as videotape production are produced by only 7% of those polled. Also low are software development, telephone services and CD-ROM content development. The U.S. was the only country in which companies responded that they use or are planning to use these technologies.

Who responded

Of the 75 surveys sent out, 44, or 60%, were returned. Forty percent of respondents were from the U.S. and Canada, 28% from Europe, 13% from South America, 12% from Asia (including New Zealand), and 7% from Eastern Europe.



Products in use or planned at IDG companies around the world

IMI chart

Anniversaries

Congratulations to the following employees who celebrated their anniversaries during the second week in December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Michael Lowe - *InfoWorld*
Diane Utano - IDG

THIRTEEN YEARS
Ken Wesley - LINK Resources

TWELVE YEARS
Francois Chaussonniere - IDG France

TEN YEARS
Stephen Josselyn - IDC
Dennis McLeod - *Macworld*
Adrian Mello - *Macworld*
Susan Searle - IDG Australia

EIGHT YEARS
David Pronenko - *InfoWorld*

SEVEN YEARS
Julien Pottier - IDG France

SIX YEARS
Steve Reynolds - LINK Resources
Debra Guilfoyle - *InfoWorld*
Gary Clark - IDG Australia
Osmund Iversen - IDG Australia
Jeff Berlin - *PC World*

FIVE YEARS
Nicky Bradley - IDC UK
Mary Marshall - *CIO*
Allison Stamm - IDG Research Services
Harry Versen - *SunWorld*

FOUR YEARS
Maryann Doolin - IDG/CI
Charles Bruno - *Network World*

THREE YEARS
Sandra Delaney Harrington - IDC
Bjorn Lorentzi - IDG Sweden
Henrik Meerburg - IDG Sweden
Danna Vedder - *GamePro*
Pierre-olivier Provent - IDG France
Sharon Chin - *InfoWorld*
Anne Kaliczak - *InfoWorld*
Debra Wright - *InfoWorld*
Carolyn Marsan - *Federal Computer Week*
Richard Caplan - WEC
Chip Zaborowski - List Services
Susan Granata - WEC
Linda Miller - *Network World*

TWO YEARS
Kate Orrange - *InfoWorld*
Beverly Davis - *Network World*
James Hussey - *Federal Computer Week*
Peter Clemente - LINK Resources
Maria Lanzillotti - IDG
Mona Lieberman - *Publish*

ONE YEAR
Richard Bambrick - *Electronic News*
Thomas Morrow - *Electronic News*
Joakim Wassberg - IDG Sweden
Kelvin Gee - *Macworld*
Kristen Farese - IDG
Walter Kanninen - *CIO*
Christane Gould - IDG Australia
Michael Sly - *Publish*
Cindy Ahuna - *PC World*
Patti Watts - *SunWorld*
Mary Bednarek - IDG Books

New addresses

IDG Australia moves to a new address as of December 18:

(for large parcels and courier deliveries)
88 Christie Street
St. Leonards, NSW 2065
Australia

or
(for small parcels and envelopes)
P.O. Box 929
Crows Nest, NSW 2065
Australia

Telephone and fax numbers remain the same.

Chairman's achievers

Susanna Camp
Promotion Manager
Macworld

Camp

Macworld

Susanna Camp managed a six-part direct mail effort to convert registered Apple subscribers from six month non-paid subscribers to 12-month paid subscribers.

"Susanna supervised an excellent renewal seires, one that is extremely creative and has converted a record number of Apple subscribers," said *Macworld* Subscription Manager Lori Hitchcock.

Not only was the series successful, it also earned *Macworld* its second consecutive Gold Folio Award, a prestigious direct marketing award in the publishing business. Camp has worked at *Macworld* for the past two-and-a-half years.

The Chairman's Achievers program recognizes employees who have performed exceptionally well, above and beyond the call of duty. To nominate an individual, managers can request a form from IDG Headquarters, fax (617) 859-8642.

New office

IDG Books Worldwide
Midwest Editorial Office
3250 North Post Road
Suite 140
Indianapolis, IN 46226

Telephone: 317-895-4787
Fax: 317-895-4797

Do-er's profile

Debbie Sobin

- **HOME:** Medfield, Mass.

- **PROFESSION:** IDG's Manager of Payroll and Benefits

- **JOINED IDG:** June 1978

- **MOST CHALLENGING PART OF YOUR JOB:** Keeping 30 business units as happy customers.

- **LATEST ACCOMPLISHMENT:** Establishing an after-school program for children in Medfield.

- **OUTSIDE INTERESTS:** Spending time with my family and gardening.

- **DREAM DESTINATION:** Greece, for the opportunity to explore ancient history.

- **FAVORITE BOOK:** *Animal Dreams* by Barbara Kingsolver

- **FAVORITE FOOD:** Ice cream

- **FAVORITE POSSESSION:** My sense of humor—it gets me through everything!

- **SOMETHING YOU CAN'T DO BUT WISH YOU COULD?** Fly without being petrified.

- **GOAL IN LIFE:** To live each day to its fullest.

World Update

- **ANOTHER PROFESSION YOU'D LIKE TO EMBARK ON:** I'd like to be an archaeologist and work on a dig.

- **WORDS TO LIVE BY:** "Just do it!"

- **IF YOU COULD HAVE THREE WISHES GRANTED, WHAT WOULD THEY BE?** End child abuse, feed the hungry and wake up a multimillionaire.

- **MANAGER'S PROFILE:** "Debbie and her staff handle an incredible volume of work with respect to payroll and benefits. Debbie is extremely dedicated, and she has a knack for keeping bureaucracy to the bare minimum. She's seen all over IDG as a person who gets things done."

IDG *World Update*

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IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

***PC World Vietnam* becomes country's first IT publication**
- PAGE 2

***FCW* supplement targets new vendor audience**
- PAGE 4

IDG Books honors best-selling authors at Comdex reception
- PAGE 5

IDG World Update

VOLUME 22, NUMBER 50 **DECEMBER 14, 1992**

LINK/IDC team up for joint study

On Dec. 15, LINK Resources and IDC will launch their first formal joint study, a comprehensive investigation of the emerging handheld digital device market. Preliminary LINK/IDC analysis points to a market poised to take off with unit sales expected to exceed 1.5 million or $660 million by 1995.

The joint study was agreed to after an informal conversation between managers in both companies revealed that each was about to undertake a very similar project. **Bruce Stephen**, director, PC Hardware and PC Pricing at IDC, and **Andy Bose**, vice president of research at LINK, were discussing some of their respective companies' upcoming plans when it became apparent that each was about to launch a study that would cover very similar ground.

At this point, **Michael French**, project director at LINK, became involved in the discussion. "It became clear that the unique strengths of our companies would complement each other well in this effort and allow us to share resources and provide a more valuable product," noted French.

- SEE PAGE 2

Cooperative effort yields first Asia/Pacific marketing conference

Six IDG offices collaborated this fall to produce the company's first Asia/Pacific Computer Marketing Conference and mini-trade show. Held at the Science Hall in Shenzhen, China, the four-day event, which ran Oct. 19-22, was organized by IDG Taiwan and IDG Shenzhen and supported by *China Computerworld*, IDC China/Hong Kong, *Asia Computerworld* and IDG Hi-Tech Beijing.

Designed to showcase IDG's role as a leader in local information technology services, the conference also served to help Taiwanese computer vendors better understand the method of doing business in mainland China.

"This was an important event," noted **Hugo Hsiung**, IDG's associate for Asia business development. "It was the first gathering of its kind to serve as a bridge between Taiwan's computer industry and the mainland. It was also an opportunity for IDG business units to benefit individually from their shared effort."

IDG Chairman **Pat McGovern** was on hand to deliver the opening speech and participate in the ribbon-cutting ceremony along with the vice-mayor of Shenzhen and the director general of the computer department in China's Ministry of Machinery and Electronics Industry.

IDG

Hugo Hsiung (left) and Pat McGovern stand with one of the many vendors who attended the conference to learn more about doing business in China.

High-level government leaders discussed procedures for doing business in China as well as their expectations for long-term trends in local information technology usage. Chief executive officers from four major Chinese computer vendors, including the Stone Group, the largest private computer firm in China, discussed the local business climate and

- SEE PAGE 4

In brief

U.S. IDG presidents rotate membership on Executive Committee

In an effort to help the Executive Committee stay even closer to the IDG customer base, for the next year U.S.-based IDG presidents will serve as ex-officio members of the Executive Committee on a rotating basis. "Each term will last four months, and the participating executive will be part of the weekly 11:11 a.m. review meeting as well as the end of the month major review of all worldwide operations," explained IDG President **Walter Boyd**. The U.S. presidents themselves nominated the participants for this year-long experiment. Macworld President **Jim Martin** will serve the first term, followed by PC World President **Pat Kenealy** and CW President **Gary J. Beach**.

IDG Books turns loss into profit — again

IDG Books has once again won the prestigious Chairman's Prize by achieving a 47% increase in profit margin over plan for the fourth quarter of FY '92. The company's plan called for a loss in operations of 38%, while it actually achieved a 9% profit margin. The company's remarkable performance can be attributed to both higher-than-anticipated revenues and an aggressive cost-containment effort. "Our books, in particular *DOS for Dummies* and *Windows 3.1 Secrets* have been selling extremely well," said **Carol So**, vice president of operations and planning at IDG Books. "In addition, we‘ve had a cost-control committee for the past two years that excels at devising creative purchasing strategies to control spending."

PC World Vietnam debuts as country's first computer book

Last month IDG's Vietnamese publishing partner, the Center for Scientific and Technological Information (CSTI), published its debut issue of *PC World Vietnam*, the country's first computer publication.

IDG originally signed an agreement this summer with CSTI, in which CSTI agreed to revamp its successful seven year-old publication, *Electronics and Informatics*, into a *PC World*-style product. The print run has increased from 2,500 to 10,000 and the frequency from bi-monthly to monthly.

"IDG is proud to again be a pioneer in bringing IT information services to an emerging major market," said IDG Chairman **Pat McGovern**, commenting on the recent launch.

"In this first issue, our partner has demonstrated that it has the capability to publish a top-quality product," said **Hugo Hsiung**, IDG's associate for Asia business development. "They'll be an ideal joint venture partner with us in the future, after the U.S. trade embargo is lifted."

PC WORLD
11-92
TRUNG TÂM THÔNG TIN KHOA HỌC VÀ CÔNG NGHỆ TP. HỒ CHÍ MINH

Currently, many companies are prohibited from direct investment in Vietnam, though the dissemination of informational materials is allowed. In his letter to readers in the November issue, *PCW Vietnam* Editor **Nguyen Trong** mentioned the difficulty the agency has had in the past acquiring IT publications to use as background or as the basis for articles.

Since Ho Chi Minh City accounts for more than two-thirds of Vietnam's total PC market and has more than 2,000 university students studying computer science, CSTI has made its collection of IDG publications available for interested readers.

LINK

- FROM PAGE 1

Because these devices are so new, growth forecasts cannot be directly derived from past history or current electronic products, as is typically done. Therefore, to explore customers' needs and the resulting market demand for these novel tools — which represent the convergence of personal computers, communications, consumer electronics and information services — LINK/IDC are basing their research on statistical surveys of some 600 customers, numerous focus groups and interviews with key product developers.

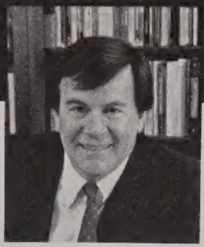
ENTHUSIASTIC RESPONSE

The proposed study is generating a great deal of enthusiasm among both companies' customers, and the study is already fully funded by clients. Although the completed study will not be available until next summer, customer interest has prompted the companies to alter their delivery of this information to key clients. "In an effort to be more responsive to our customers who are anxious for this data, we have decided to release several preliminary reports prior to the completion of the study," explained French. "That way," he noted, "they'll get the information in a much more timely fashion, without having to wait for the finished product."

In studying the future market for handheld digital devices LINK/IDC will focus on four customer segments: consumers, people working at home, mobile executives and professionals, and industry-specific mobile workers. Early players in this market include companies such as AT&T, Matsushita, Apple, Casio, Tandy, Hewlett-Packard, IBM, Motorola, Sony, Microsoft and Toshiba as well as telephone companies and providers of information services.

On line

ASK PAT



Q I understand that the IDG Executive Committee meets via telephone conference call at 11:11 a.m. every Monday morning. What kinds of topics are discussed and what kinds of decisions are made at this meeting?

A The IDG Executive Committee's (EC) weekly meeting focuses on taking action in the following three areas:

1) Decisions on requests from IDG business units or from outside parties seeking working capital to fund the launch of new projects or new business units. The EC evaluates the project's fit to IDG's mission and goals, the reasonability of the plan, whether it can make an adequate return on investment and whether the team is well-qualified to achieve the plan.

2) Decisions about what actions should be taken, if any, on business units that are performing significantly below plan for an extended period of time. If a business unit fails to make plan in three quarters out of five, the EC will decide whether to reassign the business unit manager to new responsibilities at which he or she is more likely to be successful. The EC will then work with department managers in the business unit to find a qualified new head for the business unit.

3) Decisions on how to enter promising new markets not already being planned to be entered by existing IDG business units. This entry may be by way of an acquisition; selecting a product champion to develop a new business plan and, upon approval of the plan, funding the new venture; or identifying an existing IDG business unit well qualified to undertake the new product or service launch and passing on the opportunity for consideration.

Q You have been just about everywhere in the world. Do you have a list of places you would like to revisit?

A I have visited approximately 110 countries so far and there are many, many that I would look forward to getting back to more often. However, I really don't have any special favorite list of countries. My delight with visiting a country is a reflection of the positive spirit that I find among the members of the IDG teams there, the stimulation of sharing with them ideas for IDG's future, and the pleasure of hearing from their customers about how happy they are.

Q When will IDG start participating in a major way with publications for the home/consumer technology markets?

A IDG is already a leading participant in this growing market. *GamePro* magazine has 2.5 million active video game users in homes. *PC Games* also reaches hundreds of thousands of homes with information on DOS-compatible games. And, our subsidiary, Connell Communications, publishes *Video Event* and *Take One*, which are the two leading videocassette users' publications with a paid circulation of over two million copies. Connell also publishes *CD Review*, the leading magazine for audio CD usage in the home. Our fast progress into these new markets is greatly aided by Link Resources, which is the leading market research firm on the role of technology in serving home and consumer markets.

Q How do you see IDG in the year 2000?

A In the year 2000, I believe that IDG will have extended its position as the world's leading supplier of information services in information technology. Our publication services, which will be issued in over 100 countries, will be used by over 300 million people each month. Our research services will extend to 70 countries and be far and away the leading supplier of market information for the IT industry as well as a principal supplier of advisory information to leading corporate users of information systems. Our exposition and conference group will be holding over 300 events each year in more than 50 countries. IDG Books will publish best-selling books in virtually all major countries. And, our education and training division will be the world's largest supplier of PC training services. IDG will have a revenue of between $3 billion and $4 billion dollars in the year 2000 and will be at least 50% bigger than our next largest competitor.

The On line column is a forum for IDG employees to ask questions—anonymously—about our company. Every other week, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Walter Boyd and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update *via mail, fax (617) 423-0712 or BusinessTalk P.Winn or P.Smith.*

Question for (check one):

☐ **Pat McGovern** ☐ **Walter Boyd** ☐ **Bill Murphy**

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FCW supplement expands readership

A new editorial product from *Federal Computer Week* is creating quite a stir among its target readership. Debuting as a quarterly supplement, the *Fortune* magazine-size *Federal Integrator* is directed to executives in companies selling systems integration services to the U.S. federal goverment.

"This is a new area of concentration for us," said *FCW* Associate Publisher **Jim Hussey**. "Three-fourths of *Federal Computer Week*'s readers are in the federal government. With *Federal Integrator*, we're targeting a different audience that has not been adequately served. We've touch a chord here, and the response from federal integrators has been overwhelming."

Margo Dunn, *FCW*'s art director, coordinated the design to create the new look. "We wanted a distinct look that was fresh and modern looking, but which also said 'quality,'" she said. Noah Dan, a designer based in Bethesda, Md., provided the successful template.

Editorially, the same process was followed. "We talked with integrators about the kinds of information and articles they wanted," said **John Moore**, the *FCW* senior writer who managed the project. "And we tried to provide specific targeted information that is difficult for them to glean from more general publications."

The inaugural issue in September had a press run of 27,000—11,000 were polybagged with *FCW* and sent directly to federal integrators. The rest were distributed at various shows, such as Interop '92, where Hussey said the supply was "pillaged."

"We may have to reprint, the demand has been so great," he added.

That kind of response has confirmed the staff's belief that *Federal Integrator* may have a life of its own, and *FCW* will be closely monitoring its progress as a supplement in 1993.

ASIA/PACIFIC

- FROM PAGE 1

provided insight on their own experiences in the market.

Saiman Hui, general manager at IDC China/Hong Kong, served as a moderator of the conference's panel discussions and made a presentation on IDC's projections for the local market.

Twelve Taiwanese vendors set up booths to display products they hope to market on the mainland. *Asia Computerworld* also had a booth displaying a range of publications including a number of titles published by IDG Books. Attendees included government officials and business people from Shenzhen and other Chinese provinces.

The event received major newspaper and television coverage. "We were able to give industry in China, and especially in Shenzhen, a good sense of what IDG is all about," said Hsiung, noting that IDG remains the only information service company in the fast-growing Special Economic Zone city, which is only 17 miles from Hong Kong.

Address changes

***PC World Lotus Edition* and *InfoWorld Direct* will be moving to new, shared offices in Boston.**
Effective Dec. 21, *PC World Lotus Edition* will be located at:

77 Franklin St. #300
Boston, MA 02110
Phone: 617-482-8470
Fax: 617-426-0235

***InfoWorld Direct* will be at the same address in early January. Its new phone and fax numbers will be published shortly.**

Calendar

•JANUARY 6-9
MACWORLD Expo/San Francisco
Moscone Center
San Francisco, Calif.

•FEBRUARY 1-4
ComNet '93
15th Anniversary Show
Washington, D.C.

•FEBRUARY 1-4
Object World/Boston
Hynes Convention Center
Boston, Mass.

•FEBRUARY 4-6
MACWORLD Expo/Madrid
Palacio de Congresos
Madrid, Spain

•FEBRUARY 10-13
MACWORLD Expo/Tokyo
Nippon Convention Center
Tokyo, Japan

•MARCH 10-12
PC World/PC Windows
Metro Toronto Convention Center
Toronto, Canada

•MARCH 31-APRIL 3
Windows World/Milan
Spazio Milano Norde
Milan, Italy

•APRIL 5-7
PC World Expo/Stockholm
Stockholm International Fairs
Stockholm, Sweden

•MAY 5-8
MACWORLD Expo/Milan
Spazio Milano Norde
Milan, Italy

•MAY 10-13
SunWorld '93/San Francisco
Moscone Center
San Francisco, Calif.

IDG HR Update

THE HUMAN RESOURCES NEWS BI-MONTHLY

DECEMBER 1992/JANUARY 1993

IDG extends benefits coverage to spousal equivalents

Effective April 1, 1993, IDG will join a handful of corporations in the private sector that extend benefits coverage, including medical, to spousal equivalents of their employees. The decision to offer spousal equivalent benefits, which was recently approved by IDG's Executive Committee, culminates more than a year's worth of research and investigation by the Executive Committee and the IDG Corporate Human Resources Department.

"We were first alerted to the interest in spousal equivalent benefits coverage among employees in the 1991 employee survey," noted IDG Vice President of Human Resources **Martha Stephens**. "The feedback we receive from these surveys really makes a difference in how we prioritize our efforts."

"I'm thrilled that IDG is offering this enhanced benefit to its work force," said IDG President **Walter Boyd**. "This sends an important signal to employees that IDG is an equitable place to work and that everyone, regardless of their personal situation, is valued and will be treated fairly."

TRADITIONAL FAMILIES IN MINORITY

The demographics of today's work force is distinctly different from the work force of even 15 or 20 years ago. The "traditional 50s family," representing the male breadwinner and the wife at home raising the family, represents less than 15% of today's work force. Dual-income couples, singles, single parents and spousal equivalent relationships account for a significantly increased percentage of the work force today.

IDG's decision to offer this progressive benefit stems from its commitment to the 10 core values of the corporation. "This move is very much in keeping with our corporate commitment of respect for the dignity of each individual," noted Stephens. Other reasons cited for offering this benefit include promoting equity and fairness in the benefits offered, valuing diversity among employees and attracting and retaining the best employees.

"The support for this decision among employees out here on the West Coast has been incredible. People are really happy," noted *Macworld* Associate Features Editor **Galen Gruman**. "Lots of companies say they value all their employees; here's a company that's actually done something to prove it."

IDG's decision to offer this benefit now is based primarily on being able to overcome some tricky technical obstacles. Until very recently there were very few recognizable corporate names offering SE benefits. Insurance carriers and other benefit vendors had little if any statistical experience to work with in evaluating and pricing this benefit. A lack of data makes actuaries very nervous, which was reflected in most insurance carriers' unwillingness to underwrite spousal equivalent insurance.

IDG joins a small but growing list of employers offering SE benefits including Lotus Development, Levi Strauss, Borland International and MCA/Universal, all of which have added this benefit within the past 15 months.

"This is a very, very progressive policy," noted IDG List Services President **Deb Goldstein**. "We are only the second company in Massachusetts to offer such a benefit. I'm proud to work for a company that is so obviously commited to improving the lives of all its employees."

WHO QUALIFIES?

The logical question for IDG employees to raise is "who qualifies as an SE?" The intent in offering this benefit is to allow IDG employees who are involved in a "marriage equivalent" relationship to have

- SEE BACK PAGE

Ask HR ? ? ?

Q There is a field on my paycheck "G.T.L." that has a dollar amount next to it. What does this field represent?

A The acronym "G.T.L." stands for Group Term Life insurance. The dollar figure you see next to that field is the imputed income you are considered to be receiving. The Internal Revenue Service says that employers providing life insurance to employees, where the value exceeds $50,000, must tax the employee on the value of the benefit exceeding $50,000. The excess value must be reported as income and appear as wages on the employee's W-2 form. Let's look at the following example:

Employee age:	38
Group Life Coverage (2x salary)	$80,000
Less exclusion	$50,000
Taxable coverage	$30,000
Rate @ age 38:	$0.11/$1,000
Taxable income for one month's coverage: ($0.11 x 30)	$3.30
Taxable income for one year's coverage: ($3.30 x 12)	$39.60

The cost of coverage varies by age and starts at $0.08 per $1,000 of coverage for one month's period for employees under age 30. The rates increase for every five-year age bracket up to $3.76 for employees age 70 and above.

Q I heard that there is an amendment in the works for ESOP. Could you update us?

A Effective in 1993, IDG will amend the ESOP to provide an early retirement option for employees who reach age 55 and have 25 years of service. IDG has always valued and rewarded tenured em-

- SEE BACK PAGE

Benefits

- FROM FRONT

access to benefit coverage, especially medical benefits, for their partners. The qualifications stipulated are intended to define this "marriage equivalent" relationship. In essence, each partner must be the sole partner, or SE, of the other. Neither partner can be legally married or the SE of another individual. The SEs must reside together and intend to do so indefinitely and be responsible for each other's general welfare and financial obligations.

This program will initially be offered only under the IDG medical program administered by John Hancock. "We've been working on this for a while now," noted IDG Director of Compensation and Benefits **Tom Mathews**. "To do what we're doing at this point, we've already had to change one of our carriers. We'll continue to work with our HMO vendors to try and open up the program to include this type of coverage."

TAX AND LEGAL ISSUES

There are tax and legal implications to participating in this benefit that employees should consider. The IRS, at this time, does not recognize SEs as "legal dependents." As such, the value of any benefit provided to SEs, above any payroll-deducted contributions made by the employee, becomes taxable. For example, an employee signs up an SE and will therefore contribute $37 biweekly to the cost of IDG coverage. The actual biweekly value of the benefit is $126.37, so the employee will have the difference of $89.37 included as imputed income and added to W-2 wages. Even with the extra taxation, the cost to add the SE will be significantly less costly than similar benefits purchased outside of a group plan.

There are two other tax issues. First, the payroll-deducted employee contribution for medical coverage cannot be deducted on a pretax basis. Similarly, SEs cannot participate in the pretax dependent care program unless the dependent in question is a legal dependent of the IDG employee. These tax considerations are clearly issues that need to be considered and we can only hope that the IRS will address them in the near future.

The intent is to allow employees involved in a "marriage equivalent" relationship access to benefit coverage for their partners.

Along with the tax issues, there are also potential legal consequences to consider. In order to enroll in the IDG program, SEs will need to complete an affidavit that includes qualifications listed previously. The spousal equivalent will require either a notarized signature or will need the signature witnessed by an IDG Human Resources director. For confidentiality purposes, the employee and SE can use either process. Signing the affidavit has been interpreted by the courts as a "marriage equivalency." As such, community property, alimony and child support issues could arise.

Along with the affidavit, the "Change in Personal Information Form" must be completed to add the SE, and possibly other dependents, to the IDG insurance coverage. There will be a special open enrollment held Jan. 15 to Feb. 15, 1993. Enrollment forms can be given to your local Human Resources Department or sent to **Holly Howard** or Tom Mathews in the Corporate Benefits Department at 5 Speen St. in Framingham, Mass. Participants will be enrolled as of March 1 and with the 30-day waiting period, the coverage will become effective on April 1, 1993.

SEs will be treated in the same manner as any other dependent, within the legal framework. Waiting periods and pre-exisiting conditions will be treated the same as will employee benefit plan contributions for dependent coverage. The enrollment procedure in the future and COBRA legislation will also be handled in the same manner. SE consent will be required in all instances where spousal consent is currently required including areas such as ESOP and 401(k) beneficiary forms.

There are other benefits to enrolling an SE besides coverage in the IDG medical plan. Dental coverage will also be included. Other IDG policies related to family issues, such as family care leave, bereavement leave and relocation assistance will also apply.

For questions regarding the new IDG Spousal Equivalent coverage, contact your local Human Resources Department or Martha Stephens, Tom Mathews or Holly Howard in the IDG Corporate Human Resources Department.

Ask HR

- FROM FRONT

ployees and this amendment provides an option to employees with significant IDG service. Under the new provision, employees meeting the age and service requirements will have an opportunity to begin withdrawals prior to age 65, the normal retirement age.

Early retirement provisions are not an uncommon feature for retirement plans, such as ESOP. It was more unusual that IDG did not have such a provision than it is to be adding such a feature at this time. Age and service requirements vary but most early retirement provisions use the rule of 75 years as a minimum standard. Specifically, the employee's age and years of service must add up to 75, usually with a minimum service requirement of at least 15 or 20 years.

HR Update

Coordinator
Tom Mathews

Editors
Patricia Smith, Penny Winn

Contributing Writers
Tom Mathews

HR Update is a cooperative effort between the IDG HR department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen St., Framingham, MA 01701; fax 508-935-4600.

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 14, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

STAFF ACCOUNTANT (IDC)

This individual will be responsible for preparation and distribution of monthly P/L's and will assist in the annual budgeting process. Other duties include monitoring intra-company receivables and providing back-up for other positions in the Finance department. Requirements are a BA/BS in accounting or Finance with two to three years experience as well as excellent PC skills (Excel preferred).

SENIOR EDITOR (LPC/PCW)

PC World Lotus Edition is looking for a seasoned editor with polished writing and editing skills. Five years of PC Press experience as well as familiarity with spreadsheets are required. Prior management experience is a plus.

ACCOUNTING CLERK (IDG BOOKS)

The individual in this position will be responsible for accounts receivable / payable and will maintain banking accounts (i.e. Direct Mail Fund and Petty Cash Fund). He or she will also take on special projects as required within the Finance Department and act as general support when needed. Candidates can be recent grads and or should have a minimum of one year general accounting experience.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp.	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

Job Opportunities

Revised: December 14, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Receptionist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Regional Sales Rep.--S. California	S. California	S. Perry	(508)935-4407
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Staff Accountant	Framingham, MA	D. Bernardi	(508)935-4761
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Administrator	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
FCW	Circulation Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	Technical Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor (P/T)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
PCW	Production Assistant	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
MAC	Marketing Coordinator	*Macworld,* San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
CWPI	Senior Editor, Management	*CWPI,* Framingham, MA	A. Alper	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Subscription / Promo. Specialist	San Mateo, CA	H. Klingel	(415)363-5200
GPI	Staff Accountant	*GamePro,* Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

IDG Books' authors honored at Comdex reception

Last month's Comdex served as the backdrop for a gala authors' reception hosted by IDG Books at the Las Vegas Hilton to acknowledge the contributions of its best-selling authors and celebrate the company's tremendous success in 1992. Attendees included IDG Books' staff and authors, distributors, key clients and vendors. IDG Chairman **Pat McGovern** was also on hand to meet with the authors and thank them for their contributions.

Top-selling authors were presented with awards in recognition of the overwhelming success of their books:

IDG Books

On hand to help celebrate IDG Book's success were (from left) John Kilcullen, Galen Gruman, Barbara Assadi, Andy Rathbone, Pat McGovern, Caroline Halliday, Dan Gookin, Beth Slick, John Socha, John Goodman and Barrie Sosinsky.

• Brian Livingston
Windows 3 SECRETS
and *Windows 3.1 SECRETS*
Over 250,000 copies in print

• Dan Gookin
DOS for Dummies
Over 250,000 copies in print

• Dan Gookin and Andy Rathbone
PCs for Dummies
Over 100,000 copies in print

• Caroline Halliday
PC SECRETS
Over 100,000 copies in print

• Dan Gookin
WordPerfect for Dummies
Over 100,000 copies in print

• John Socha and Clint Hicks
PC World DOS 5 Complete Handbook
Over 50,000 copies in print

• Beth Slick
Official XTree MS-DOS and Hard Disk Companion
Over 50,000 copies in print

IDG Books hosts Romanian visitor

During a recent visit to the U.S., **Bogdan Lazaroe**, contributing spreadsheet columnist for IDG Romania's *InfoClub*, visited the staff of the newly opened IDG Books Worldwide Midwest Editorial Office in Indianapolis.

Lazaroe had seen Managing Editor **Mary Bednarek**'s name listed as an honorable mention winner in *World Update*'s "Off line" cartoon contest this summer and was delighted to discover there was an IDG office near where he was planning a personal visit. When he arrived in Indianapolis, Lazaroe telephoned Bednarek and arranged to meet the some members of IDG's extended family

IDG Books

(Seated, left) Editorial Coordinator Dorothy Aylward, Project Editor Sandy Blackthorn. (Top, left) Publisher David Solomon, Project Editor Diane Steele, Managing Editor Mary Bednarek, Bogdan Lazaroe.

Anniversaries

Congratulations to the following employees who celebrate their anniversaries during the second half of December. Remember, all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS

Steven Brown - InfoWorld
Rick Ciliberto - CW Publishing

NINE YEARS

Peggy Nauts - PC World
George Clark - Macworld
Micaela de Almeida - Asia Computerworld

EIGHT YEARS

David Pronenko - InfoWorld
Chris Glenn - CW Publishing

SEVEN YEARS

Barbara Inglese - WEC

SIX YEARS

Hélène Almela - IDG France
Ellen Cross - CW Publishing
John Watts - CW Publishing

FIVE YEARS

Lucinda Borovick - IDC
Barbara Hoy - AmigaWorld
Nell Margolis - CW Publishing
Marie Bohner - CW Publishing

FOUR YEARS

Annemarie Eovine - IDG Peterborough
Piero Todorovich - IDG Italy
Fran Cowen - CW Publishing

THREE YEARS

Gordon Haight - Integrated Media
Christine Krajewski - WEC
Ann Kremers - PC World
Debra Vernon - GamePro
Jean Kolak - CW Publishing
Dianne McNeil - CW Database
Stephanie McCann - CW Publishing
Valerie Galbo - CW Publishing

TWO YEARS

Carolyn Casey - SunWorld
Arlette Crosland - Macworld
Harriet Karas - IDC
William Sines - TISC
Andy Baul-Lewis - IDC UK
Amit Chaudhuri - IDC UK
Marilyn Scott - CW Publishing
Karen Lesko - CW Publishing
Fernando Garcia - IDG Spain
Sagrario Martin - IDG Spain

ONE YEAR

Mauro Calderara - IDG Italy
Isabelle Kane - PCW/Multimedia World
Celia Canfield - PC World
Ellen Wiedenbauer - IDG
Alvin Young - IDG/W
Hilary McKown - IDC China/Hong Kong
Lesieli Friesen - GamePro
Lisa Kowalski - CW Database
Eva Villalba - IDG Spain
Christina Hoyos - IDG Spain
Simon Perez - IDG Spain
Mar Cabanas - IDG Spain

CW Bulgaria lures patrons to high-tech astrologer

Earlier this year, IDG Bulgaria Managing Director Tatiana Hinova was out for a stroll in the country when she found an unlikely—and unofficial—promotion for *Computerworld Bulgaria*. An entrepreneur, doubling as an astrologer, had set up a PC to assist with his predictions and used a copy of *CW Bulgaria* as an ad to attract customers.

COMPUTERWORLD

CW Bulgaria

Noteworthy!

PROMOTIONS

Kelley *World Update*

John Kelley has been promoted to office services supervisor at IDG in Framingham. Kelley, a two-and-a-half-year veteran of IDG, is responsible for overseeing the day-to-day operations of the mailroom as well as ordering general supplies for IDG's 5 Speen St. office. "Since joining IDG in March of 1990, John has consistently demonstrated a positive and cheerful attitude in the handling of his responsibilities," noted Lucy Sheehan, executive assistant/office services manager. "Please join me in congratulating John on this well-earned promotion."

■ ■ ■

Sears *CW*

Christie Sears has been promoted to the position of operations coordinator for the Special Projects department at *Network World*. According to Director of Special Projects Bill Reinstein, Sears has been instrumental in the rapid growth of *Network World*'s NetDraw product as well as the group's expanding line of technical seminars and other special projects. Sears will assume complete responsibility for managing the group's product fulfillment process as well as accounts receivable and financial reporting cycles. "Christie's ability to keep track of thousands of orders and inquiries as well as field upwards of 70 phone calls per day have had a very positive impact on our department's success," noted Reinstein.

Fanning World Update

Network World's **Mary Fanning** has been promoted to the post of vice president, finance and operations. In her new position, Fanning will expand her strategic responsibilities, especially as they relate to *NW*'s budgetary, financial and operations functions. Fanning joined IDG 10 years ago, working in *Computerworld*'s sales department. She later joined the staff of *On Communications*, a *CW* spin-off that evolved into *Network World*. "Mary has been a key member of *Network World*'s management team since its inception almost seven years ago and has been instrumental in managing all financial and operations functions during our current growth phase," said *NW* President Colin Ungaro.

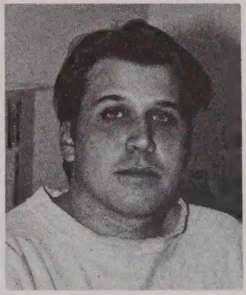
■ ■ ■

Mileikowsky IDC/G

IDC Government announces the promotion of **Glynnis Mileikowsky** to director of production, where she will be responsible for the editing, production, design and layout of all ISG publications. "Glynnis deserves special recognition because she has revolutionized the production department here," said Arline Clements, director of operations. "She continuously produces only the highest quality publications and over the last year, has saved the company over $40,000 through the policies she has implemented."

TRANSFERS

Macworld recently welcomed **Marisa Watkins** as editorial administrative assistant Originally hired as assistant to the associate publisher, sales and marketing at *Sunworld*, Watkins will now be responsible for general office support as well as handling reprints and coordinating the company's Apple Loan program. She holds a BS in business from the University of Virginia.



Cormier World Update

Eric Cormier is the new office services coordinator in the IDG mailroom in Framingham Originally hired in 1989 as office services coordinator in *Computerworld*'s mailroom, Cormier will now assist with the collection and distribution of mail for all Framingham-area IDG offices. Cormier is currently attending classes at the Massachusetts College of Art and enjoys drawing cartoons in his spare time.

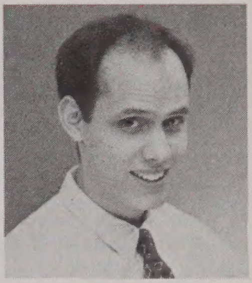
■ ■ ■

The new western regional manager for *PC World*'s *Management Buyers Guide for Windows* is **Corinne Cox.** A four-year veteran of IDG, Cox comes to *PC World* from *Lotus Magazine* where she held a similar position. Cox has a BA in psychology from Mills College and enjoys film and video production in her spare time.

NEW EMPLOYEES

Brent Williams has joined IDC as director, PC Software Research. In this role, he will be directing coverage of desktop operating systems and applications. Williams comes to IDG from Cooperative Solutions in San Jose, Calif., where he was marketing communications manager. He earned a BA in Medieval English literature from the University of California at Berkeley and spends most of his spare time in the company of computers but on occasion, can be found wielding loud, expensive power tools, cutting large pieces of wood into much smaller ones — some of which "actually end up as parts of woodworking projects!"

IDC also welcomes **Dana Miller** as its new human resources assistant. In this role, Miller will support the human resources manager for general benefits-related questions, assist in IDG orientations and maintenance of employee programs. She holds a BS in industrial/organizational psychology from Colorado State University and enjoys snow and water skiing, volleyball, aerobics and weightlifting.



Julian IDC

Also new at IDC is **Ted Julian**, an associate analyst in the PC Hardware program. Julian joins the company from Cornell University where he worked as a technical consultant He holds a BS in industrial and labor relations from Cornell and enjoys music and running.

■ ■ ■

Helping to ensure the accuracy and consistency of *PC World*'s editorial is fact checker **Caroline Jones**. A graduate of Syracuse University, Jones earned a degree in anthropology and magazine journalism. Outside the office, she enjoys sewing.

■ ■ ■

Steele IDG Books

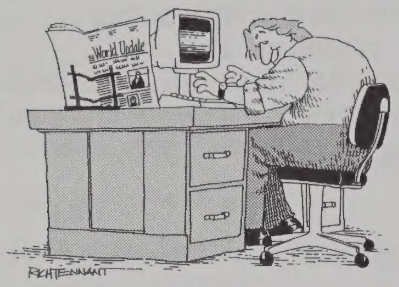
Diane Steele joins the staff of IDG Books Worldwide in Indianapolis as a project editor. Steele has been working in the computer book publishing industry since November 1990. Before joining IDG Books, she was a copy editor and production editor with Que Corp. (now Prentice Hall Computer Publishing). Steele earned a BA from Hamline University in St. Paul, Minn. Outside the office, she devotes her time to working as a community activist, volunteering for children's and school activities, reading and playing tennis and golf.

■ ■ ■

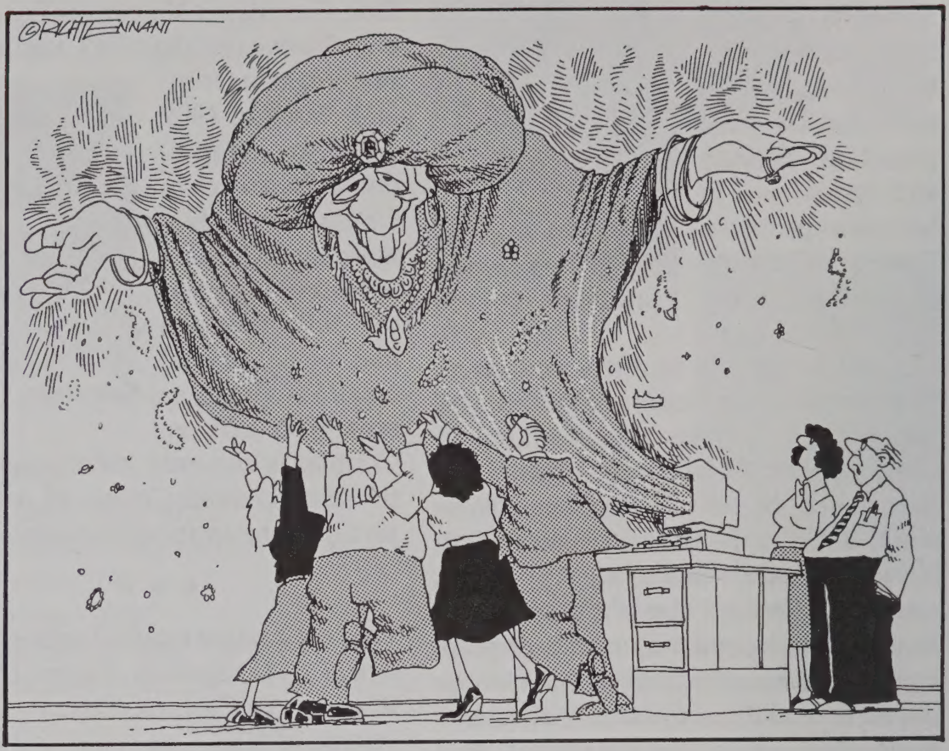
Bryan Hastings, associate reviews editor at *PC World*, comes to IDG from *Portable Office* magazine, where he was associate editor. He earned a BA in Eastern European history and Russian language and literature from McGill University in Montreal and enjoys bicycling, cross-country skiing and chess when not in the office.

Off line

Win Your Own



Off line T-Shirt



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 12. The person with the most humorous submission will be awarded an "Off line" T-shirt imprinted with the above design. Honorable mention winners will receive a plastic flying disk embossed with the *IDG World Update* signature cartoon. Fax your creations to (617) 423-0712 or BusinessTalk box P.Smith or P.Winn.

Have fun!

IDG *World Update*

PUBLISHER
David F. Hill

EDITORS
Patricia Valavanis Smith Penny Janzen Winn

EDITORIAL DIRECTOR
Rob Garretson

CONTRIBUTING EDITORS
David Bromley Sharon Baker

EDITORIAL ASSISTANT
Rebecca Sykes

VICE PRESIDENT OF OPERATIONS
Craig Pierce

IDG World Update is published weekly for the employees of International Data Group. International Data Group is the leading global provider of information services on information technology, with 4,600 employees. Its publishing subsidiary, IDG Communications, publishes 182 newspapers and magazines in 58 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, World Expo Corp., runs more than 65 computer-related exhibitions and conferences in 21 countries. The *Update* staff welcomes the participation of all employees. Please address all correspondence to: *IDG World Update*, International News Group, 41 West Street, Boston, MA 02111, USA. Telephone: (617) 423-9030; Fax: (617) 423-0712; BusinessTalk mailbox: P.Winn or P.Smith.

How many visitors attended MACWORLD Expo/Stockholm?
- PAGE 4

CW Hong Kong's BBS logged how many calls in its first year?
- PAGE 5

What European country is the newest IDG licensee?
- PAGE 12

IDG *World Update*

VOLUME 22, NUMBER 52 **DECEMBER 21, 1992**

Looking backward: Highlights from '92

January

Premiere NeXTWORLD Expo draws crowds to San Francisco.

■ ■ ■

國際電子報
ELECTRONICS INTERNATIONAL

IDG acquires Beijing-based *Electronics International*. Launched eight years ago as a four-page weekly, the publication has evolved into a 32-page tabloid with a circulation of 25,000 and a staff of 30.

■ ■ ■

COMNET
NEW PRODUCT ACHIEVEMENT AWARD

World Expo Corp.'s 14th annual ComNet show breaks attendance records with over 30,000 visitors. New Product Achievement Award competition is introduced to recognize outstanding new products as voted by leading media representatives and attendees. *Network World* produces event's first show daily.

Marketing Services Division hosts first worldwide marketing conference for the presidents and vice presidents of IDG's largest customers.

■ ■ ■

IDG's International News Group launches *The Integrator*, a monthly newsletter targeting the systems integration community.

■ ■ ■

SunWorld
Standard
Sun Sets
The SPARC
Baseline
Bearers

SunWorld rings in the new year with a new look, new editorial mandate and a new test center.

■ ■ ■

IDG enters fast-growing East African market with a license agreement with *East African Computer News*, a seven-year-old monthly published in Nairobi, Kenya.

> *"One of our secrets of success has been to keep a flat organizational structure so that the time and attention of business unit members can be focused on the needs of their customers, not negotiations with layers of management above them."*
>
> **- Pat McGovern, IDG Chairman**

■ ■ ■

Macworld Korea, IDG's 15th publication in the *Macworld* product line, debuts.

■ ■ ■

IDG's U.S. IS managers launch formal information-sharing meetings.

■ ■ ■

IDC opens offices in Greece, Nigeria and South Africa.

■ ■ ■

MPC World (later renamed *Multimedia World*) debuts at Consumer Electronics Show in Las Vegas.

- SEE PAGE 2

January

- FROM PAGE 1

COMPUTER!
TOTAAL
NIEUW!!
GRATIS!!
GRATIS!!
GRATIS!!
Budget: f 3500,-
Wat koop je ervoor?
35 SYSTEMEN
VOOR ELKE TOEPASSING

IDG Netherlands launches *Computer! Totaal*, the country's largest circulation computer magazine.

People

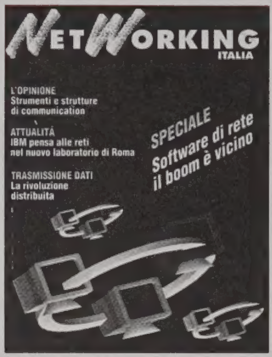
Of note:

• **Frank Cutitta** rejoins IDG as Marketing Services vice president • **Keith Henry** named general manager at IDC U.K.

Celebrating 10+ years:

Joe Levy, CIO, 20 years • **Walter Boyd**, IDGHQ, 24 years • **Bill Murphy**, IDGHQ, 22 years • **Dieter Eckbauer, IDG Germany,** 17 years • **Maureen Burke**, CW Publishing, 15 years • **Josef Lohner**, IDG Germany, 13 years • **Donna Pomponi**, *Network World*, 12 years • **Jonna Yager**, WEC, 12 years • **Max Jaeger**, IDG Australia, 12 years • **Klemens Paunert**, IDG Germany, 12 years • **Bill Laberis**, CW Publishing, 11 years • **Nicole Adda**, IDG France, 11 years • **Christiane Alarmarguy**, IDG France, 11 years • **Jenny de Montaigne**, IDG France, 11 years • **Jacques Tillier**, IDG France, 11 years • **Bill Cadigan**, CW Publishing, 11 years • **Joachim Flugel**, IDG Germany, 11 years • **Gary Ciocci**, Lotus Publishing, 10 years • **Dorothy Ferriter**, WEC, 10 years • **Bernhard Weeser-Krell**, IDG Germany, 10 years • **Noel Bennett**, IDG Australia, 10 years • **Bertrande Cerval**, IDG France, 10 years

February


NETWORKING
ITALIA
L'OPINIONE
Strumenti e strutture di communication
ATTUALITÀ
IBM pensa alle reti nel nuovo laboratorio di Roma
TRASMISSIONE DATI
La rivoluzione distribuita
SPECIALE
Software di rete
il boom è vicino

IDG Italy positions itself as the preeminent authority on the country's rapidly expanding telecommunications market with the publication of *Networking Italia*.

■ ■ ■

Ecuasistem

IDG broadens South America presence with license to produce *PC World Ecuador*. (Above) International News Group President David Hill welcomes Ecuasistem President Rafael Roldan and General Manager Gabriel Orihuela.

> *"This is just terrific. Everybody knows about IDG publications and everybody respects them."*
>
> - Gabriel Orihuela, general manager of Ecuasistem, on the occasion of signing a license deal for *PC World Ecuador*

MACWORLD/Expo Barcelona debuts with more than 65 leading Macintosh vendors exhibiting on the show floor.

MACWORLD Expo/Tokyo breaks worldwide attendance record for MACWORLD Expos, drawing more than 80,000 visitors to Tokyo.

■ ■ ■

IDC

Managers from eight of IDC's Asia/Pacific offices meet in Sydney, Australia, to discuss strategies and forecasts for 1992 (Above) IDC Australia General Manager Len Rust (left) and IDC Senior VP Dave Moschella.

People

Of note:

InfoWorld appoints **Robert Metcalfe**, inventor of Ethernet technology, as publisher and CEO • **James Casella** named president and COO of *InfoWorld* • **Gerard Bidal** appointed managing dirĉctor of IDC France

Celebrating 10+ years:

Pat McGovern, IDG HQ, 28 years • **Marion Kibbee**, IDGHQ, 17 years • **Richard Priante**, NW, 17 years • **Rainer Oberländer**, IDG Germany 16 years • **Birgitta Wistmar** • IDG Sweden, 15 years • **Diane Martin**, CIO, 15 years • **Delia Quartey-Daniels**, *InfoWorld*, 12 years • **Kim Pennett**, CW Publishing, 12 years • **Steve Sieck**, LINK Resources, 12 years • **Patricia Poupaert**, IDG France, 11 years • **Kazuhiro Hara**, IDG Japan, 10 years • **Renée Pierce**, IDG Peterborough, 10 years • **Edelgard Hartwig**, IDG Germany, 10 years • **Magdalena Axelsen**, IDG Denmark, 10 years

March

Macworld announces formation of Macworld CD-ROM Publishing Ventures, which will produce interactive CD-ROM titles for the education, information and entertainment markets.

■ ■ ■

Directions '92

IDC's highly successful Directions '92 Briefing Sessions draw twice the crowds than the previous year.

■ ■ ■

IDG Norway sponsors seminar on publication management for IDG's Eastern European managers in conjunction with the IDG European Managers Meeting in Helsinki.

■ ■ ■

Forty-eight IDG managers gather for U.S. Long Range Planning Meeting designed to generate the exciting new ideas that will lead IDG into the next century.

■ ■ ■

COMPUTERWORLD Expo
ELLERSLIE FUNCTION CENTRE
MAR 31-APR 2. 1992

Now in its second year, IDG New Zealand's Computerworld Expo weighs in as the country's largest computer exhibition with attendance up 40% from the previous year.

■ ■ ■

With the debut of *Windows World*, IDG Denmark joins a growing number of IDG offices offering Windows-specific publications.

Stan Barouh

***Federal Computer Week*'s regional staff joined colleagues in the suburban Washington, D.C., home office to celebrate the publication's fifth anniversary.**

IDG's fifth annual Publishing Institute brings together 21 participants representing four countries and 16 publications for a week of in-depth analysis on all major aspects of publishing management.

> *"I have never seen such a task-oriented group. When given a task to do, you people ran out the door to do it. You are going to be very, very successful."*
>
> - Meeting facilitator Peggy Umanzio addressing the attendees of this year's Long Range Planning Meeting

People

Celebrating 10+ years:
Tom Monahan, CW Publishing, 14 years • **Walter Schönberger**, IDG Germany, 13 years • **Margaret McIndoe**, CW Publishing, 11 years • **Linda Dudley**, LINK Resources, 11 years • **Shirley Ingram**, IDG Australia, 11 years • **Frederick LoSapio**, CW Publishing, 10 years • **Kaoru Sunada**, IDG Japan, 10 years

The Marketing Services Division celebrates its six-month anniversary with the news that it has exceeded initial sales goals. Fifteen contracts were signed, totalling $30 million in revenues. (Top, left) Peter Horan, Kelly Conlin. (Seated) Paul Bonington, Val Landi.

> *"This was the first time in many years that IDC had to worry about not having enough seats for attendees."*
>
> - IDC President Kirk Campbell on the success of the company's Directions '92 Briefing Sessions

April

IDG U.K

Lotus U.K. circulation jumps from 15,000 to 40,000 thanks to the hard work of a dedicated staff. (Back row from left) Sarah Mercer, Chris Matthews, Carina Longbottom, Dan Norman. (Front row from left) Lucy Taylor, Marc Brenner and Mary Hawker.

■ ■ ■

Managers representing nine IDG operations in the Asia/Pacific region gather for three days of meetings.

■ ■ ■

IDG Books marks second anniversary with gala celebration for employees and business associates. *DOS for Dummies* and *Windows 3.1 SECRETS* rank one and two on the computer best-sellers list in the U.S.

■ ■ ■

IDG Poland launches its second publication, *Komputer/PC World.*

■ ■ ■

Premiere SunWorld '92 draws 7,800 users, buyers and developers of Sun, SPARC and Solaris-based workstation technology to San Francisco.

Electronic News

Before...

Electronic News

...and after

Electronic News rolls out new design including a new banner, type faces and increased emphasis on color throughout.

■ ■ ■

Computerworld Japan celebrates 10th anniversary.

■ ■ ■

IDG Norway

IDG Norway's new conference group, IT-Expo AS, gets off to a great start with Apple Expo '92, which drew 3,000 more visitors than expected. IT-Expo's Anders Bjerke (L) and Hans-Arne Jacobsen greet the crowd.

■ ■ ■

IDC opens office in Egypt, bringing total number of offices worldwide to 35.

■ ■ ■

U.S. production directors meet to share ideas related to technology and manufacturing needs associated with producing IDG publications.

■ ■ ■

IDG journalists and publications capture 11 awards at seventh annual Computer Press Awards ceremony.

■ ■ ■

Close to 15,000 visitors flock to second annual MACWORLD Expo/Stockholm.

> ***"We believe that someday there will be an organization in the Asia/Pacific region analogous to the European Community. We want IDG to be setting the IT agenda for that community."***
>
> **- Don Kennedy, general manager of IDG Australia, announcing plans for an Asia/Pacific IT forum jointly produced by IDG and IDC.**

MACWORLD
INCORPORATING APPLE BUSINESS SEPTEMBER 1992
Personal Printers
Macworld Labs tests 30 inkjet and laser printers
The Top Six Word Processors evaluated
Colour Monitors
50 Tested
QuickTime
Movies on the Mac
Digital Imaging

Macworld U.K. turns three, celebrates with purchase of a major competitor's publication, EMAP's *Apple Business.*

People

Of note:
Electronic News names **Rich Bambrick** editor-in-chief • **Jeannine Barnard** named publisher at *NeXTWORLD* • **Kent Ekberg** joins *Publish* as publisher and vice president • **Bruce Gray** becomes publisher at *SunWorld.*

Celebrating 10+ years:
Marcia Blumenthal, *CIO*, 14 years • **Ursula Sauter**, IDG Germany, 14 years • **Ernst Seyfert**, IDG Germany, 12 years • **Barbara Hill**, IDG Australia, 11 years • **Helga de Gregori**, IDG Germany, 11 years • **Claudia Marwede-Dengg**, IDG Germany, 10 years

May

IDG Argentina launches monthly *InfoWorld* publication with an initial circulation of 10,000.

■ ■ ■

Computerworld Hong Kong's electronic bulletin board celebrates its first birthday. The system averaged 198 calls a day during its first year of operation.

■ ■ ■

First annual marketing function meeting draws representatives from 13 IDG business units.

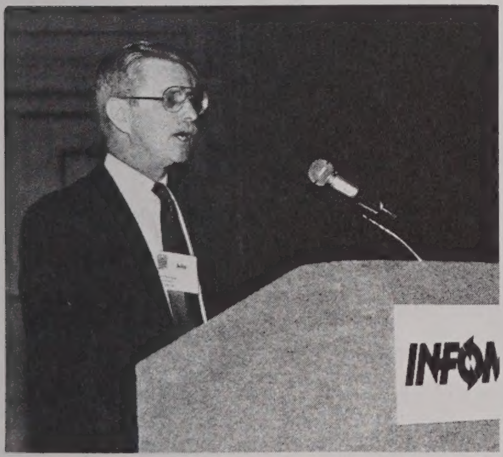
■ ■ ■

The IDC U.K. Briefing Session, one of nine held across Europe, draws on theme of restructuring within the IT industry. Analysts from the U.K. and U.S. explore global IT events and trends.

■ ■ ■

MACWORLD Expo/Milan gets off to a great start with 52 exhibitors and more than 6,000 visitors.

■ ■ ■



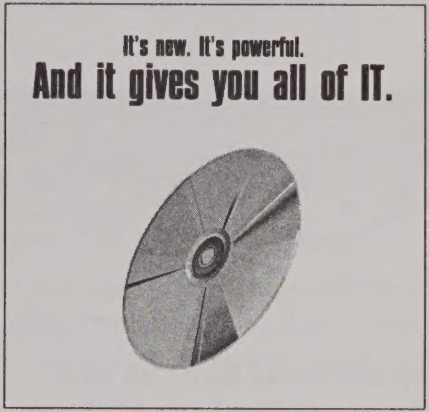
CW

Computerworld hosts first technical recruiters conference at the InfoMart in Dallas. (Above) John Corrigan, CW vice president of classified advertising, welcomes guests.

> ***"The biggest benefit [we derive from IDG Headquarters] is the support we have to get on with the job in our own market as we see best. It takes a level of trust from the corporate management that probably stops many other corporations from implementing a truly decentralized management."***
>
> **- Martin Taylor, general manager, IDG New Zealand**

IDG Boston area employees raise over $30,000 in fundraising walk to fight AIDS.

■ ■ ■



It's new. It's powerful.

And it gives you all of IT.

Emerging Technology Applications begins shipment of EnterpriseComputing MarketDisc. The CD-ROM's contents include 25,000 articles from *Computerworld*, *Network World*, *InfoWorld* and reports from IDC, LINK Resources and TIS Corp.

> ***"When I look back on commuting to Germany for a summer, flying from Tokyo to Denmark, Spain and England all in the same week to help start new operations or to our first Worldwide Managers Meeting, at which we had six attendees, much of it seems a dream."***
>
> **- Walter Boyd, IDG president, reflecting on the company's early days.**

People

Celebrating 10+ years:
Bob Wescott, CW Publishing, 14 years • **Karen Weston**, IDC, 14 years • **Renee Visconti**, *Network World*, 13 years • **Josef Lohner**, IDG Germany, 13 years • **Ann Finn**, *Network World*, 12 years • **Mike Masters**, *CIO*, 12 years • **Christian Mahler**, IDG Germany, 12 years • **Mary Dolaher**, IDG HQ, 10 years

June

PC World launches *Management Buyers Guide to Windows* for newsstand sales.

■ ■ ■

IDG's Latin and South American managers convene in Buenos Aires to lay groundwork for building IDG dominance in the region.

■ ■ ■

IDG Switzerland introduces its third publication, the monthly *PC und WORKSTATION*, at the Logic Computer Show in Zurich. The publications focuses on integration and connectivity issues, as well as well as product news, reviews and tests.

PC
UND
WORKSTATION

- SEE PAGE 6

June

- FROM PAGE 5

Computerworld holds fourth annual CW Smithsonian Awards Program to honor innovative uses of technology and industry pioneers.

> ***"It is absolutely critical to the success of a publication to have a strong working relationship between the business and editorial sides of the operation. In too many organizations, there exists an 'us vs. them' mentality where each side views the other with some degree of disdain."***
>
> **- Joe Levy, *CIO* president, speaking on the keys to *CIO*'s success**

Federal Computer Week closes June as the largest revenue month in its history with revenues of $1.14 million, 64% higher than revenues for the same month last year.

■ ■ ■

NYHETSTIDNINGEN OM FÖRETAGETS TOTALA DATAINVESTERINGAR

Corporate COMPUTING

NUMMER 0 • 40 KRONOR • 45 FMK

Volvo sparar 100 miljoner på effektiv datastrategi

10 beslutar när SE-banken investerar i datorer

"Sveriges bästa datastrategi" självklarhet för Mölnlycke

Satsning på CAD gör RNK i Göteborg till vinnare under byggkrisen!

Därför lanserar CW en ny tidning Vänd och se sidan 4

NYHETER: INTERGRAPH KÖPER TECHNOVISION • NP OMORGANISERAR I SVERIGE

KORSNÄS KAPAR KOSTNADER • DOWNSIZING PÅ SAS • BOHLINS SATSAR PÅ MAC

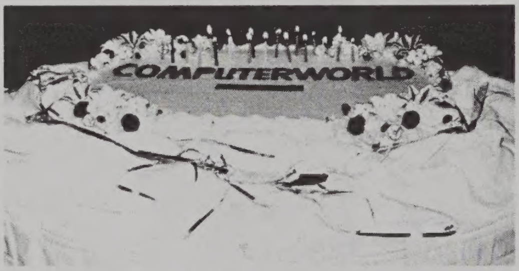
IDG Sweden focuses on corporation-wide productivity issues with the launch of *Corporate Computing*. The 164-page premiere issue is the largest computer title ever published in Sweden.

Macworld CD Ventures ships first CD-ROM product to dealers. The Macworld Resource CD's interactive multimedia format contains sales and reference tools to help stimulate sales and bolster support services.

■ ■ ■

Network World sets new records this month logging a total of 268 advertising pages and 408 pages total as well as producing its single largest publication to date: June 22, with 91 ad pages and 120 total pages.

■ ■ ■



***Computerworld* turns 25 and celebrates with a gala birthday party for employees and guests, a record-breaking special issue and a thought-provoking debate on the future of U.S. technology policy.**

■ ■ ■

IDG's U.S. business units continue their series of function meetings with a one-day session in Boston devoted to inside advertising sales. Since many publications tend to focus more resources on outside sales training, much of the discussion focused on how to provide systematic, ongoing support for the inside sales force.

People

Celebrating 10+ years:
Kathy Dinneen, IDG Research Services, 19 years • **Ann Clark**, IDC, 18 years • **Theresa LeBlanc**, IDC, 16 years • **Susan Gross**, A+ Publishing, 15 years • **Bill Sell**, WEC, 14 years • **Deborah Sobin**, IDG, 14 years • **Robin Silverman**, IDG, 12 years • **Marcia Burke**, IDG Peterborough, 11 years • **Bill Greenwood**, IDG Peterborough, 11 years • **Bev Raus**, CW Publishing, 11 years • **Colleen Garland**, CW Publishing, 11 years • **Debbie Waters-Colacchio**, IDG HQ, 10 years • **Ellen Levin**, *PC World*, 10 years

■ ■ ■

Network World's first foray into software publishing proves an immediate hit with a flood of orders for its NetDraw program, allowing the company to break even on the venture after just four days.

■ ■ ■

Computerworld and *Network World* win top honors in *Magazine Week*'s third annual Editorial Excellence Awards in New York City.

> ***Computerworld would endorse the government's active role in recognizing and dealing with the growing tide of protectionism in both Europe and Japan, but at the same time would encourage the government to not interject itself into programs that are designed to fund specific high-tech industry segments, such as manufacturing systems, and leave the direction of capital flow to the marketplace.***
>
> **- *Computerworld*'s perspective on the prospects for a U.S. technology policy**

IDG JOB OPPORTUNITIES

• NEW POSITIONS •

Monday, December 21, 1992

The Job Opportunity Listing will be published weekly in the IDG World Update indicating the available positions in each division. For each new position that is posted each week, a brief summary highlighting the responsibilities and qualifications will be included.

GROUP OPERATIONS COORDINATOR (TISC / IDC)

The individual in this position coordinates and participates in all activities related to research support and production of client deliverables which includes planning production schedules and reviewing all research prior to distribution. The ideal candidate will also oversee and manage the work of one part-time employee. This individual must be a MAC expert . The position requires strong organizational and communication skills and the ability to handle multiple projects.

DIRECTOR OF FINANCE (IFW)

The individual in this executive level position will provide strategic direction of the Finance Dept. Experience with financial analysis, presentation of analysis and solutions, and the ability to work with various levels within an organization are essential. This position requires 7 - 10 years of accounting experience as well as 4 - 5 years of management experience. An MBA or equivalent is preferred.

AD / CUSTOMER SERVICE REPRESENTATIVE (IDG BOOKS)

The successful candidate must be a customer-service oriented person to handle order lines on an (800) number. Interest in computers is a plus and previous experience in customer service or sales is useful.

ADMINISTRATIVE ASSISTANT (PCW)

PC World is seeking a polished and professional Administrative Assistant for the President and Publisher's office. Responsibilities include clerical tasks, phone coverage, photocopying and word-processing. Must be computer literate on the PC, highly organized, possess excellent telephone skills and as well as good written and verbal communication skills. The ability to work under pressure is also required.

ACCOUNTS PAYABLE CLERK--30 HOURS (CWPI)

CW's busy finance department seeks an organized individual to process accounts payables. This 30 hour per week position includes data entry, customer service and other projects as assigned. The qualified candidate will be PC literate, possess basic math skills and have previous business experience. Some accounting knowledge is preferred.

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

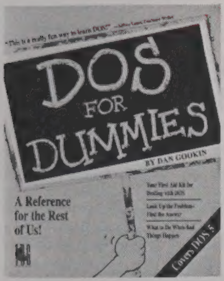
DIVISION	HR CONTACT	PHONE	JOB HOTLINE
IDG Bos./WEC/NWW/ETA	Susan Perry	(508)875-5000	(508)935-4406
LPC/List Svcs./Research Svcs./CIO/IDG/NG	Mary Cornetta	(508)875-5000	(508)935-4406
IDC/T.I.S. Corp. X4361	Debbie Bernardi / Dana Miller	(508)872-8200	(508)935-4406
FCW/IDG FRAM./ISG	Elaine Ouellette	(508)872-5000	(508)935-4406
CWPI/CWDD	Bonita Cox / LuAnn Nightingale	(508)879-0700	
A+/BCP/TMP/IDG/P	Gloria Lodge / Kristin Miller	(603)924-0392	
MAC	Shelly Ginenthal	(415)978-3203	(415)978-3100
PCW/MPC	Richard Willoughby / Thalia Ohara	(415)978-3205	(415)978-3100
IMI/NXTW/PUB/SWP	Claudia Wooldridge / Peter Gladysz	(415)978-3200	(415)978-3100
GPI	Christine Yam	(415)363-5200	
IFW/IDG/B	Donna Vieraitis / Carla Neumann	(415)572-7341	(800)227-8365x701

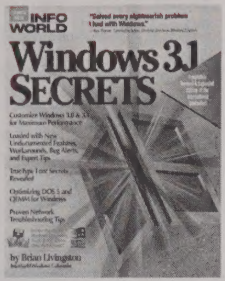
Job Opportunities

Revised: December 21, 1992

Division	Title	Publication / Location	Contact Manager	Phone
IDG	Marketing Director	*Marketing Srvs.* Boston, MA	M. Cornetta	(508)935-4734
IDG/ETA	Dir. Prod. Dev. & Tech. Svcs.	Framingham, MA	S. Perry	(508)935-4407
IDG	Dir. Enterprise News Weekly Sales & Mktg	East or West Coast	M. Cornetta	(508)935-4734
IDG	P/T Office Assistant	News Group, Boston, MA	C. Pierce	(617)423-9030
WEC	Business Manager	Framingham, MA	S. Perry	(508)935-4407
WEC	Account Manager	Framingham, MA	S. Perry	(508)935-4407
LPC/PCW	Senior Editor	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Office Manager	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Systems Specialist	Boston, MA	M. Cornetta	(508)935-4734
LPC/PCW	Publisher - LP Newsletters	Cambridge, MA	P. Kenealy	(415)546-7722
NW	Regional Sales Rep.--S. California	S. California	S. Perry	(508)935-4407
NW	Mailroom Assistant--part time	Framingham, MA	S. Finlay	(508)820-7424
NW	Sales Associate --part time	Framingham, MA	S. Perry	(508)935-4407
IDC	Staff Accountant	Framingham, MA	D. Bernardi	(508)935-4761
IDC	Research Analyst, International	Framingham, MA	P. Nesdore	(508)935-4236
IDC	Sr Analyst Commercial Systems	Framingham, MA	P. Burris	(508)935-4216
TIS	Research Director - Desktop Tech.	Framingham, MA	D. Bernardi	(508)935-4361
TIS	Group Operations Coordinator	Framingham, MA	D. Bernardi	(508)935-4361
CIO	Regional Sales Manager	Midwest, Chicago	M. Cornetta	(508)935-4734
FCW	Circulation Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Reporter	Washington, DC	P. McCloskey	(703)876-5126
IFW	Director of Finance	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)572-7341
IFW	Technical Analyst	*InfoWorld,* San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Specialist	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IFW	Copy Editor (P/T)	*InfoWorld,* San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Ad / Cust. Service Rep.	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Accounting Clerk	IDG Books, San Mateo, CA	C. Neumann	(415)572-7341
IDG/B	Production Manager	IDG Books, Indianapolis, IN	C. Neumann	(415)572-7341
PCW	Administrative Assistant	*PCWorld,* San Francisco, CA	T. Ohara	(415)978-3204
PCW	Production Assistant	*PCWorld,* San Francisco, CA	L. Manes	(415)978-3315
PCW	Administrative Asst. --Circ.	*PCWorld,* San Francisco, CA	N. White	(415)978-3109
PCW	Research Analyst	*PCWorld,* San Francisco, CA	C. Curbow	(415)978-3254
MAC	Marketing Coordinator	*Macworld,* San Francisco, CA	A. Nichols	(415)974-7310
MAC	Assistant Editor/Lab Proj. Leader	*Macworld,* San Francisco, CA	A. Mello	(415)978-3272
CWPI	Accounts Payable Clerk--30 hrs.	*CWPI,* Framingham, MA	J. St. Martin	(508)879-0700
CWPI	Staff Writer	*CWPI,* Framingham, MA	J. Connolly	(508)879-0700
A+	Assistant Editor	Peterborough, NH	G. Lodge	(603)924-0392
GPI	Subscription / Promo. Specialist	San Mateo, CA	H. Klingel	(415)363-5200
GPI	Staff Accountant	*GamePro,* Redwood City, CA	C. Mangion	(415)363-5200
GPI	Managing Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Editor	*GamePro,* Redwood City, CA	L. McDermott	(415)363-5200
GPI	Part-time Administrative Asst.	*GamePro,* Chicago, IL	R. Hoefer	(708)827-6094

July





IDG Books' *DOS for Dummies* and *Windows 3.1 SECRETS* continue to command first and second place on computer books best-seller lists for 11th straight week.

■ ■ ■

IDG Test Cooperative launched to exploit combined strength of IDG's worldwide product testing efforts by providing a forum for publications to exchange ideas, editorial calendars and updates of new testing concepts and methodologies.

■ ■ ■

World Expo lands multimillion dollar outsourcing contract to manage some 350 programs annually for Digital Equipment Corp.

■ ■ ■

Macworld and Apple Computer jointly sponsor the company's first Macintosh developers seminar for the Mexican market. The event attracted some 120 attendees including developers from the U.S. and Mexico.

MEXICO
DEVELOPER
SEMINAR

■ ■ ■

IDG Japan and World Expo team up to produce a milestone event in Japanese personal computing: the country's first Windows conference and exposition, PC Windows/Tokyo.

> *"Subjects discussed at a 10th anniversary lunch are top secret...only to be disclosed to those who qualify through a decade of service!"*
>
> **- Pat McGovern responding to a question in *World Update*'s "On line" column**

IDG Communications/Hungary enjoying record growth in sales and profits in its second year as a wholly owned IDG subsidiary. *Szamitastechnika*, its weekly newspaper, increased display advertising more than 500% and classified advertising more than 670% over last year.

■ ■ ■

IDG acquires *Elektronika*, Czechoslovakia's leading electronics publication.

■ ■ ■

Three independent surveys rank *Network World* as the best read and most useful networking publication.

■ ■ ■

IDC wins a regional performance award from IBM in recognition of outstanding service.

> *"When I arrived here, IDG Japan was doing business with perhaps 200 companies; we now [three years later] do business with over 1,000. In that time, IDG Japan has increased its revenues nine-fold, a major accomplishment for a small but growing group of hard-working people."*
>
> **- Jim Povec, outgoing IDG Japan president**

IDG West Coast business units raise more than $6,500 for AIDS research.

■ ■ ■

Network World announces NetACCESS interactive advertising system.

OBJECT WORLD
EXHIBITS

WEC's ComNet West and Object World triumphed in San Francisco with attendance figures up significantly over the previous year. On hand for the event were (from left) Cherif Moujabber, Letitia Clementi, Mary DeCristoforo, David Ferrante, Gabriella Reyes, Bill Hoffman, Bill Sell, Martha Watjen and Rich Caplan.

People

Of note:
Kozo Hiramatsu appointed president of IDG Japan.

Celebrating 10+ years:
Bill Leitch, World Expo Corp., 24 years • **Shirley Day-Kohn**, IDG Germany, 19 years • **Christine Hiehler**, IDG Germany, 15 years •**Barbara Howell**, IDG Australia, 14 years • **Iris Killinger**, IDG Germany, 13 years • **Renate Kretz**, IDG Germany, 13 years • **Ursula Pusch**, IDG Germany, 12 years • **Jeff Pennett**, *NW*, 11 years • **Maureen Sullivan-Falzone**, CW Publishing, 11 years • **Dianne Ritson**, A+ Publishing, 11 years • **Scott Mace**, *InfoWorld*, 11 years • **Kathleen Heeney-Murray**, LINK Resources, 11 years • **Mary Hartwell**, A+ Publishing, 10 years

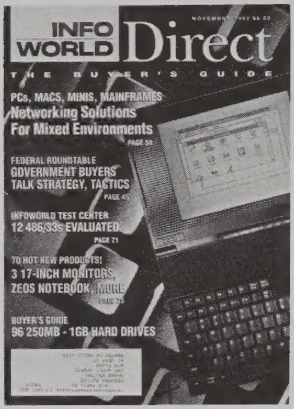
August

MACWORLD Expo/Boston draws record crowd of 52,000.

■ ■ ■

Computerworld tops all categories of reader preferences in survey of 1,000 IS professionals conducted by IDG Research Services and tabulated by an independent firm.

■ ■ ■



INFO WORLD Direct

THE BUYER'S GUIDE

PCs, MACS, MINIS, MAINFRAMES
Networking Solutions For Mixed Environments
PAGE 50

FEDERAL ROUNDTABLE
GOVERNMENT BUYERS TALK STRATEGY, TACTICS
PAGE 45

INFOWORLD TEST CENTER
12 486/33s EVALUATED
PAGE 71

70 HOT NEW PRODUCTS!
3 17-INCH MONITORS, ZEOS NOTEBOOK, MORE
PAGE 75

BUYER'S GUIDE
96 250MB - 1GB HARD DRIVES

InfoWorld buys *Computer Buying World*; publication renamed *InfoWorld Direct*, will continue as separately circulated monthly.

■ ■ ■

THE INTEGRATOR

SI firms seek opportunities overseas

Making moves in Europe

INSIDE...

IDG International News Group's newsletter, *The Integrator*, wins an APEX '92 award for Best New Newsletter. The eight-page monthly is edited by Susan Scrupski; managing editor is **Sharon Baker**.

> *"Just looking out over the show floor and feeling the energy from 400 exhibitors and more than 50,000 buyers is enough to make any publisher feel proud."*
>
> **- Jim Martin, Macworld President, sponsor of MACWORLD Expo/Boston**

GamePro wins contract to produce *Sega Visions*, a magazine dedicated to the Sega video game market.

■ ■ ■

SunWorld Expo/Tokyo draws over 37,000 visitors — five times the number that attended its U.S. counterpart last April.

■ ■ ■

IDG enters fourth African market with signing of license deal with South Africa's *Computing S.A.*

■ ■ ■

IDC China/Hong Kong

IDC China/Hong Kong celebrates 10 years. Pictured above are (front) Jennifer Sum, Claudia Ng, Donna Wong. (Back, left) Saiman Hui, Diane Powers, Hilary McKown and Neil McCormick.

> *"We aim at proceeding into the future with unreduced speed, defying any obstacle caused by the recession. Any deceleration will be interpreted as a sign of weakness."*
>
> **- Preben Engell, general manager, IDG Danmark A/S, speaking on the company's plans to maintain its pre-eminent position in the Danish market**

People

Of Note:
Rich Marino named publisher at *PC World* • **Rich Bambrick** named president, CEO and publisher at *Electronic News* • **Frank Barbetta** named editor-in-chief at *Electronic News*

Celebrating 10+ years:
Karl Heinz Zimmermann, IDG Germany, 14 years • **Karen Elliott**, CW Publishing, 14 years • **Zvonimir Lepusa**, IDG Germany, 14 years • **Dagmar Pitschek**, IDG Germany, 14 years • **Louise Myerow**, WEC, 13 years • **Saiman Hui**, IDC China/Hong Kong, 10 years

September

PC World and *LOTUS* magazine announce plans to merge. *LOTUS* magazine will appear as a bound-in addition to *PC World*, making *PCW* the country's largest computer magazine with a guaranteed rate base of 901,000 readers.

■ ■ ■

IDG expands commitment to the U.S. government market with the creation of Government Information Technologies Group. FCW Publishing and Information Strategies Group (now IDC Government) will be part of GITG.

■ ■ ■

ABC audit finds *InfoWorld* reaches more business unit readers than any other computer industry publication.

■ ■ ■

IDC Germany ventures into new territory, producing its first conference for a client.

■ ■ ■

MACWORLD Expo/Berlin draws 20,000 visitors and 180 exhibitors.

> ***"It is one of the most sensible publishing alliances of the '90s and the first of its kind ever. It is unique to find two audiences so similar and rare to have a magazine become a living part of another magazine, especially on this circulation scale."***
>
> **- Rich Marino, *PC World* publisher, on the merger of *PC World* and *LOTUS* magazine**

SunWorld announces signing of a major three-year advertising contract with Sun Microsystems, making *SunWorld* the largest single advertising vehicle for the fast-rising workstation maker.

■ ■ ■

GamePro TV show begins weekly airing on new cable TV station.

■ ■ ■

IDG Germany unveils new cover and layout for *PC Welt.*

■ ■ ■

IDC, *Network World* and World Expo announce plans to collaborate on Network World 500, a research study focusing on strategic issues facing large enterprise network users in the '90s.

■ ■ ■

IDG/UFT, IDG's joint venture partner in Turkey, and World Expo team up to produce the first Hi-Tech Workshop in Ankara, devoted to international networking and information products and services.

■ ■ ■

IDG European managers meet in Venice.

> ***"This is just the best thing that could have happened for us. IDG is the biggest and the best at this business, and we are just thrilled to be a part of the organization."***
>
> **- Sue Castelyn, general manager of Thomson Publications (publisher of *Computing S.A.*), speaking at the launch of the first jointly published issue of *Computing S.A.***

Marketing Services Division celebrates successful first year with a comprehensive new version of its Market Access Program that ties together the company's U.S. and international publication networks.

> ***"The success of MAP is really an endorsement of the idea that working together we can accomplish more than we can working apart."***
>
> **- Kelly Conlin, president, MSD**

InfoWorld's Agenda93 conference attracts 385 industry heavyweights including Bill Gates, Steve Jobs and Philippe Kahn, to Laguna Niguel, Calif., to discuss technology trends.

■ ■ ■

IDG Czechoslovakia

IDG Czechoslovakia hosts highly successful reception in Prague for Massachusetts Governor William Weld, top economic advisors and a delegation of representatives from a dozen Massachusetts IT companies. Above, Vladimir Tichy (center) chats with Weld (left) and Bank of Boston's Ira Jackson.

World Update

IDC's second annual European IT Forum draws 350 top-ranking IT executives from 30 countries to Venice. Above (from left) Evans Woherem, Len Rust, Samuel Ochapa and Keith Henry share a laugh during the reception.

■ ■ ■

IDG Italy publishes 10th anniversary issue of *Computerworld Italia.*

■ ■ ■

IDG Technika Communications launches *PC World Bulgaria*, with an initial circulation of 6,000.

People

Celebrating 10+ years:
Brigitte Schleibinger, IDG Germany, 18 years • **Monika Tenbieg**, IDG Germany, 18 years • **Ingrid Schmid**, IDG Germany, 16 years • **Helga Biesel**, IDG Germany, 14 years • **Ann-Charlotte Berg**, IDG Sweden, 13 years • **Eckhard Utpadel**, IDG Germany, 13 years • **Steve Woit**, CW Publishing, 12 years • **Maria del Carmen Doehler**, IDG Germany, 12 years • **Kevin McPherson**, CW Publishing, 11 years • **Gloria Lodge**, IDG Peterborough, 11 years • **Rachel Wasser**, *InfoWorld*, 11 years • **Karin Giffhorn**, IDG Germany, 11 years • **David Brown**, TIS Corp., 11 years • **Larry Bishop**, IDC, 10 years • **Swain Pratt**, TechMedia, 10 years

October

The Marketing Services Division takes to the road to present the findings of its most recent industry survey: "Buying IT in the '90s: The Channels." Produced in association with market research firm IntelliQuest, the survey is the most comprehensive independent study ever done on the distribution channels for computer products.

■ ■ ■

NetText™
A library of *Network World* articles
OnLine

Network World launches NetText information retrieval system to give readers on-line access to articles appearing in *NW* during the past year.

■ ■ ■

IDG Books displays its wares at the largest international event in the book publishing world, Germany's Frankfurt Book Fair.

■ ■ ■

Sumeria, IDG's newest business unit, opens its doors and ships the first installment of its primary product line: *Macworld Interactive*, an interactive, multimedia version of *Macworld* magazine on CD-ROM.

■ ■ ■

IDG Austria introduces *PC Test*, a monthly supplement to *Computerwelt*, that will deliver end-user-oriented PC product test information.

CD-ROM EXPO

Attendance at the sixth annual CD-ROM Expo and Conference in Boston exceeds expectations and draws 1,500 more visitors than last year's event. Produced by World Expo Corp. and managed by Mitch Hall Associates, the show was co-sponsored by *Macworld*, *Multimedia World* and Emerging Technology Applications.

■ ■ ■

Computerworld and *CIO* each win a Gold Ozzie Award, the highest design award given by *Magazine Design and Production*. The publications won in their respective categories for Best Special or Single Issue Design.

■ ■ ■

IDC hosts 25 of its top clients at the first annual Customer Council, designed to help keep the company focused on the needs and concerns of its customers.

■ ■ ■

GLOBAL COMPUTER EXPRESS

IDG Taiwan's *Global Computer Express* advances to the No. 2 position among the four publications serving computer product importers in Europe.

■ ■ ■

Six IDG offices collaborate to produce the company's first Asia/Pacific Computer Marketing Conference in Shenzhen, China.

> ***"This was an important event. It was the first of its kind to serve as a bridge between Taiwan's computer industry and the mainland's. It was also an opportunity for IDG business units to benefit individually from their shared effort."***
>
> **- Hugo Hsiung, IDG's associate for Asia business development, speaking about the Asia/Pacific Computer Marketing Conference in Shenzhen, China**

> ***"Our lab, unlike others in the country, is designed to test machines and software as they will be used in business. We are not as interested in the operating speed of a local bus, for example, as we are interested in the impact that bus might have on the running speed of Windows."***
>
> **- Greg Smith,**
> **PC World Test Center director**

With the opening of the PC World Test Center, editors will double the amount of products they review in 1993 compared with 1992. The lab will test some 40 systems and/or software products a month.

■ ■ ■

France's *Golden* marks first anniversary.

■ ■ ■

The first Senior Executive Forum enables U.S. business unit presidents to discuss international business conditions and organizational issues with a distinguished panel of university educators.

People

Of note:
Jim Povec steps down as president of IDG Japan and returns to the U.S. to become World Expo's CEO • **James Lai** promoted to publisher at *Computerworld Taiwan* • **Bob Mecalfe** appointed IDG vice president/technology in addition to his responsibilities as publisher and CEO of *InfoWorld*

Celebrating 10+ years:
Lloyd Cohen, IDC, 13 years • **Len Rust**, IDC Australia, 13 years • **David Moschella**, IDC, 13 years • **Lucienne Bosser**, IDG France, 11 years • **Ellen Markoff**, *InfoWorld*, 11 years • **Preben Engell**, IDG Denmark, 10 years • **Ruben Argento**, IDG Argentina, 10 years

November

IDG Books Worldwide's *...For Dummies* series reaches one million books in print.

■ ■ ■

Emerging Technology Applications introduces new desktop CD-ROM product, The Buying IT DataDisc.

■ ■ ■

COMPUTERWORLD

Some users are wary of encrypted software keys

IBM moves to boost client/server unit

DHL revamps with Big Blue

Computerworld rolls out first redesign in five years in response to readers' requests for a more readable format.

■ ■ ■

Network World kicks off Technical Seminar Series with conference on LAN security scheduled to run in eight cities around the country.

■ ■ ■

InfoWorld boosts rate base by more than 20,000 readers to 225,000.

> ***"Our circulation shows a very low rate of duplication. IW reaches tens of thousands of readers who don't read other computer weeklies."***
>
> **- Pat Crotty, senior vice president/ circulation and research, *InfoWorld***

Macworld, *CIO* and *Electronic News* earn prestigious circulation direct marketing awards from *Folio* magazine.

Computerworld becomes one of a handful of companies in the U.S. to employ a state-of-the-art Atex publishing system that integrates graphics and text in a seamless environment.

> ***"IDG is positioned to grow strongly right through the '90s because we focus on customers, not competitors."***
>
> **- Pat McGovern, addressing attendees at Worldwide Managers Meeting**

IDG managers from more than 40 countries attend the annual Worldwide Managers Meeting in Kona, Hawaii.

■ ■ ■

WorldExpo Corp. produces EuroComNet, its first communications show in Europe, held at the RAI Exhibition Center in Amsterdam.

■ ■ ■

IT DAILY NEWS

IDG International News Group launches daily fax-back service called the IT Daily News, offering subscribers global, on-demand, custom news culled from the IDG News and PR Services.

■ ■ ■

PC WORLD
11-92

PC World Vietnam, the country's first computer publication, debuts.

■ ■ ■

Integrated Media introduces Technology at Work, a comprehensive directory of technology in use throughout IDG intended to promote the exchange of information between companies and facilitate the growth of ancillary products and services.

■ ■ ■

TIETO VIIKKO

Tietoviikko, published by IDG's Finnish partner Oy Talentum Ab, opens an electronic line giving subscribers online access to breaking news.

People

Of note:

Bengt Marnfeldt, general manager of IDG Sweden, receives 1992 Chairman's Cup for overall management excellence• **John Kilcullen**, president, IDG Books, named Entrepreneur of the Year • **Morten Hansen**, general manager, IDG Norway and **Ruben Argento**, general manager, IDG Argentina, honored for most successful publication launch — *PC World Norge Express* and *InfoWorld Argentina* • **Kalman von Vajna Nagy**, president, IDG Venezuela, cited for greatest improvement in profit margin for a publishing company and largest percent gain in advertising revenues • **Don Kennedy**, general manager, IDG Australia, honored for largest percentage gain in market share for a publication — *Computerworld Australia* • **Preben Engell**, general manager, IDG Denmark, honored for largest percentage gain in subscription revenues for a publication — *CAD/CAM World*

Celebrating 10+years:

Ted Bloom, IDG, 25 years • **Sheryl Merchant**, IMS, 11 years • **James Warmack**, LINK Resources, 10 years • **Rita Gregersen**, IDG Denmark, 10 years • **Craig Pierce**, IDG Int'l News Group, 10 years • **Jayne Boyer**, IMI, 10 years • **Alice Longley**, CW Publishing, 10 years

December

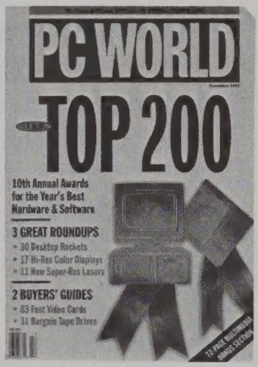
LINK/IDC launch their first joint study, a comprehensive investigation of the emerging handheld digital device market.

■ ■ ■

IDC GOVERNMENT

Information Strategies Group changes its name to IDC Government to better reflect the company's commitment to research for the government IT community.

■ ■ ■


PC WORLD
TOP 200
10th Annual Awards for the Year's Best Hardware & Software
3 GREAT ROUNDUPS
• 30 Desktop Rockets
• 17 Hi-Res Color Displays
• 11 New Super-Res Lasers
2 BUYERS' GUIDES
• 83 Fast Video Cards
• 31 Bargain Tape Drives
12-PAGE MULTIMEDIA BONUS SECTION

PC World's December issue boasts a print run of 1.3 million, believed to be the largest ever for an IDG publication. The issue includes a 40-page special report on mobile computing, which also appeared in *Newsweek*, the first *PCW Lotus Edition* and the latest *Multimedia World*. In all, there are 26 different versions of the December issue, compared with four in a regular month. The largest of these versions logs in at 570 pages.

> ***"IDG will have a revenue of between $3 billion and $4 billion in the year 2000 and will be at least 50% bigger than our next largest competitor."***
>
> **- Pat McGovern responding to a question about the company's prospects for the turn of the century.**

World Expo announces that it has been awarded the contract to manage Enterprise '93, an international business executive conference to be held in Boston.

恭 *Season's Greetings*
賀 *Meilleurs Voeux*
新 *Felices Fiestas*
禧 *Поздравляю*

From all of us at the IDG International News Group

The next issue of *IDG World Update* will appear on Jan. 4, 1993.

IDG enters into one of Europe's newest countries with signing of a license agreement with *Monitor* magazine, a monthly *PC World*-type publication in Slovenia.

People

Celebrating 10+ years:

Diane Gamble, LINK Resources, 16 years • **Peggy Fischer**, LINK Resources, 16 years • **Shirley Horrocks**, IDC UK, 15 years • **Laura Kunzmann**, IDG Germany, 14 years • **Michael Lowe**, *InfoWorld*, 14 years • **Diane Utano**, IDG, 14 years • **Ken Wesley**, LINK Resources, 13 years • **Francois Chaussonniere**, IDG France, 12 years • **Sylvia Stier**, IDG Germany, 11 years • **Niki Stranz**, *Macworld*, 10 years • **Pat Murphy**, PCW Central Services, 10 years • **Stephen Josselyn**, IDC, 10 years • **Dennis McLeod**, *Macworld*, 10 years • **Adrian Mello**, *Macworld*, 10 years • **Susan Searle**, IDG Australia, 10 years • **Steven Brown**, *InfoWorld*, 10 years • **Rick Ciliberto**, CW Publishing, 10 years

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